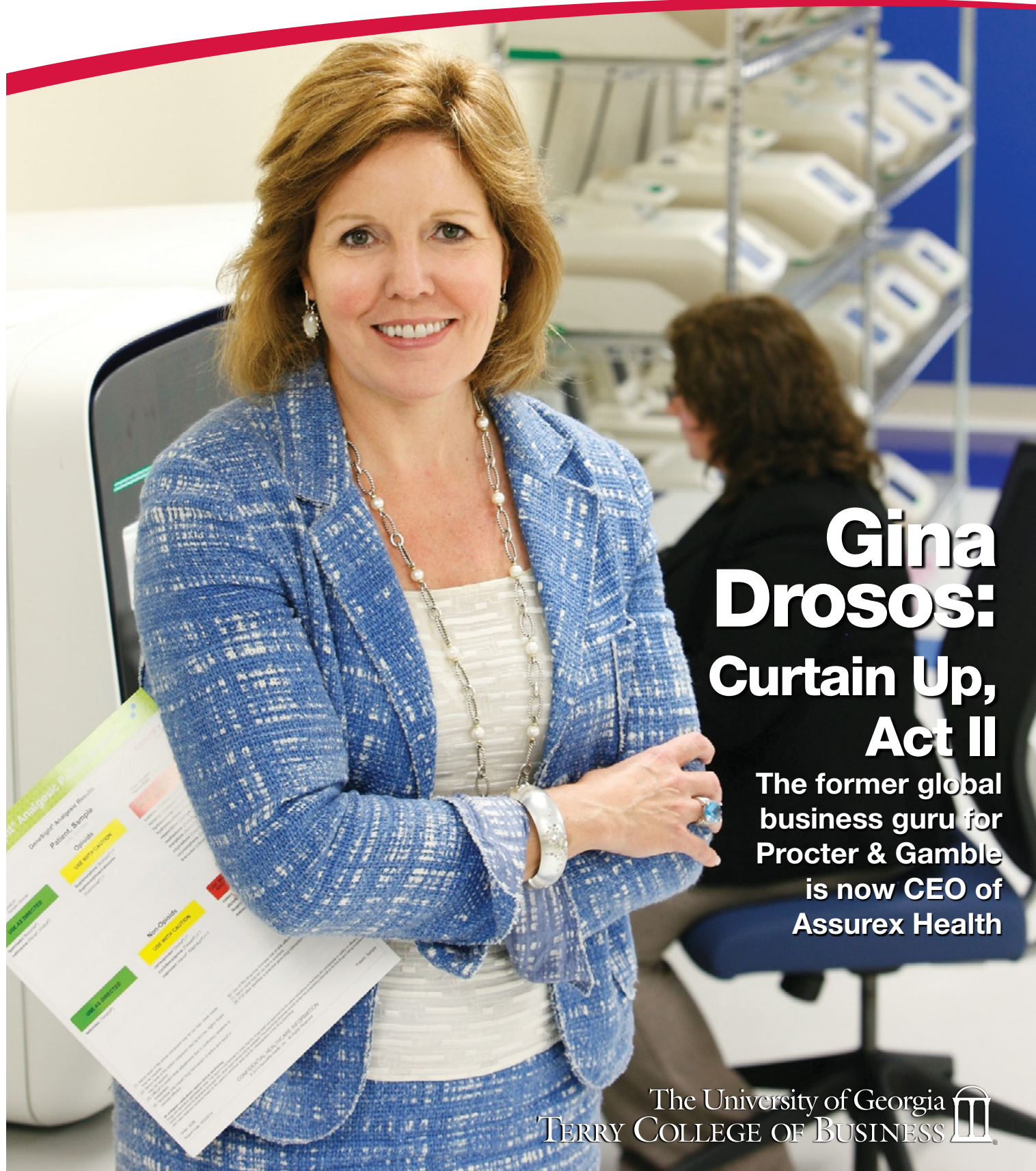


Magazine for alumni and friends of the
Terry College of Business at the University of Georgia



Gina Drosos: Curtain Up, Act II

The former global
business guru for
Procter & Gamble
is now CEO of
Assurex Health



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The Women's Issue



As I re-read the stories of the 57 remarkable women profiled in this issue, I was struck by a number of commonalities, including how many of these Terry alums — a vast majority, I would say — have spent most of their careers in the same general sector of the business world, finding their passion or their niche . . . and then running with it.

There are a few exceptions:

Gina Drosos (Procter & Gamble, Assurex Health), Diane Bloodworth (air traffic control, fantasy sports), Laura Brightwell (Capitol Hill staffer, Coca-Cola Enterprises). With 31 years at AT&T, Debbie Storey may not seem like she belongs on that short list. But over the course of those three decades Debbie has lent her leadership skills to a wide range of AT&T departments, including manufacturing, engineering, sales and sales support, distribution, real estate, and supply chain.

I was also struck by the number of times that Facebook COO Sheryl Sandberg's bestseller *Lean In* came up. Kelly Frailey read *Lean In* on the flight back from her job interview at Facebook. (She got the job.) Legal studies professor Marisa Pagnattaro brought it up in the faculty roundtable story that begins on p. 30, saying that Sandberg's book notes that men are totally comfortable with the concept of one more question; they will keep their hand in the air to ask a final question because of cues that give men greater permission to speak freely in the business world. Another person we profiled said, "'Leaning in' is not something unique to women. Men should do it, too."

As I typed the headline for this column, I wondered how many women would be comfortable being singled out in such a manner. On p. 82, near the end of our cover story, Gina Drosos says: "I don't want this to come out the wrong way, but . . . I sort of wish I wouldn't be on the cover of the *Terry Magazine* issue about women." She'd felt the same way about being one of the *Fortune* Top 50 Women. "Would I make it into the *Fortune* Top 50, period?" she wonders.

Well, first of all, Gina, I have to say that you would belong on the cover of this magazine even if every other person profiled in this issue were male. No one makes our cover unless they're a newsmaker, and your career accomplishments are important, intriguing, and inspiring to our readers.

Whether being singled out is a good thing or not is one of the dilemmas women face as they populate college graduating classes at rates equal to or higher than their male counterparts — but without a 50 percent share of leadership roles in industry and government. Going forward, women clearly deserve to be seen as individuals — not as part of a collective group based on gender.

The achievements of the 57 women profiled in this issue — and those of dozens more in our Class Notes section — are a testament to the contributions that women make to our society at all levels. Having just watched PBS's seven-part documentary series on the Roosevelts — which makes clear how vitally important Eleanor Roosevelt (FDR's wife/partner and Teddy Roosevelt's favorite niece) was to the welfare of this country — I am moved to say:

"Bully for Terry women!" 🍷

Ken Hannon

khannon@uga.edu

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Surging ahead

This is an exciting time to be a part of the Terry College. The last few months have seen us surge ahead in college rankings. *U.S. News & World Report* rated us 11th for undergraduate business education among public schools (No. 21 overall). *The Economist's* "Which MBA" ranked us as the 17th best full-time MBA program among U.S. public schools (42nd among U.S. schools). And *Quartz* put us at 8th among public schools and 25th overall for the number of graduates hired as Wall Street investment banking analysts in 2014. That's keeping good company.

We are not resting on our laurels, however. Our faculty and staff are working hard to ensure that the high-quality education we provide continues to improve.

The *Building Terry* campaign is still going strong, even as Correll Hall starts to take shape on North Campus. This first phase of Terry's Business Learning Community should be complete next summer, providing a new home for our graduate programs. The second phase, which will include our academic departments, undergraduate classrooms, a trading lab, a sales/behavioral lab, a music business recording studio, and a multi-purpose event area, is scheduled to begin in 2015 subject to state support.

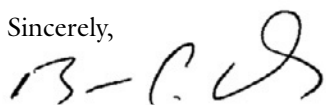
We're also gearing up to bring the Georgia Economic Outlook series to cities across the state. The series is an important part of our public outreach as the first business school in the South and a land-grant institution. The Selig Center for Economic Growth has a strong track record of accurately assessing what's in store for next year's economy, and we are proud to offer this analysis to leaders in the private and public sectors across Georgia.

And, on a personal level, I'm excited to meet and greet Terry alumni and supporters as we travel throughout Georgia. The outlook series begins on Dec. 12 in Atlanta and continues to 9 other cities. For more information, visit terry.uga.edu/eo.

A thorough business education isn't complete without access to industry leaders. That's why we offer innovative programs at Terry that expose our students to some of the best minds in business. Just this year, our Terry Third Thursday breakfast speaker series in Atlanta has welcomed Bernie Marcus, co-founder of the Home Depot; Jere Morehead, president of UGA; and Dan Amos, chairman and CEO of Aflac. In Athens, the Terry Leadership Speaker Series began this fall with Assurex Health CEO Gina Drosos (this magazine's cover feature) and continues with upcoming talks from Atlanta Falcons owner Arthur Blank as well as Mike Slive, commissioner of the Southeastern Conference, who will deliver the Mason Public Leadership Lecture.

As you read through this edition of *Terry Magazine*, I hope you're moved to reconnect with the Terry College. From new buildings to new educational opportunities for our students, our future has never looked brighter. 🏡

Sincerely,



Benjamin C. Ayers
Dean, Terry College of Business
Earl Davis Chair in Taxation



CASSE WRIGHT

Agenda

NOVEMBER

- 20 Terry Third Thursday**
Speaker: Daniel P. Amos (BBA '73), Chairman and CEO, Aflac

DECEMBER

- 12 Georgia Economic Outlook**
Speakers: Douglas P. Handler, Chief North American Economist, IHS Global
Benjamin C. Ayers, Dean, Terry College
11 a.m. – 2 p.m., Marriott Marquis, Atlanta
- 19 UGA Fall Commencement**

JANUARY

- 14 Savannah Economic Outlook**
- 15 Augusta Economic Outlook**
- 15 Terry Third Thursday**
Speaker: Reggie Bradford (BBA '89), Senior VP of Product Development, Oracle Virtue
- 21 Athens Economic Outlook**
- 28 Coastal Economic Outlook – Jekyll Island**
- 30 Swainsboro Economic Outlook**

FEBRUARY

- 5 Albany Economic Outlook**
- 10 Dalton Economic Outlook**
- 12 Middle Georgia Economic Outlook – Macon**
- 13 Columbus Economic Outlook**
- 19 Terry Third Thursday**
Speaker: Tony Maddox, EVP/Managing Director CNN International Networks
- 20 Terry Leadership Speaker Series**
Speaker: Christopher Brearton (BBA '92), Managing Partner of the O'Melveny & Myers Century City office and member of the Entertainment, Sports and Media Practice
- 24 Terry Leadership Speaker Series: Mason Public Leadership Lecture**
Speaker: Mike Slive, Commissioner, Southeastern Conference

MARCH

- 19 Terry Third Thursday**
- 27 Terry Leadership Speaker Series**
Speaker: Arthur Blank, Owner, Atlanta Falcons

For more information on Terry events, including MBA information sessions, and Executive Programs:
terry.uga.edu/events

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Gina Drosos: Curtain Up! Act II

22

The former global business guru for Procter & Gamble is now CEO of Assurex Health, which aims to revolutionize patient care with its cutting-edge genomics tool GeneSight.

By Krista Reese (MA '80)



FACULTY ROUNDTABLE: GENDER & CAREER 30

Five Terry College professors — women with a wide array of academic and professional backgrounds and experiences — participated in a roundtable discussion on the state of career and gender.

Edited by Matt Waldman (AB '96)



SEVEN ALUMS WHOSE CAREERS BEAR WATCHING 36

Profiles include Diane Bloodworth (BBA '82), Laura Brightwell (BBA '89), Kelly Frailey (MBA '09), Barbara Hampton (MBA '06), Debbie Storey (AB '90, EMBA '06), Tracey Van Voorhis (BBA '07, BSFCS '09), and Vicki Brinson Williams (BSEd '95, MBA '00).

By Krista Reese, Charles McNair, and Matt Waldman



TERRY WOMEN RUN THE GAMUT 46

Terry's female alums are literally everywhere doing everything, as these 46 mini profiles will attest.

Edited by Chris Starrs (ABJ '82) and Kent Hannon

Inventory



SNAPSHOT 8
Attorney-artist Heather Ripley (BBA '06, MAcc '06)



NEWSFEED 10
News about the Terry College of Business

R&I 16
Management professor Marie Mitchell investigates the harmful effects of exclusion in the workplace



GATHERINGS 20
Images of the Terry family

GIVING SOCIETIES 54
Honor Roll, Dean's Circle of Giving, Pinnacle Society, Heritage Society, Second Century Club, Class Gifts, 1912 Society

CLASS NOTES/ PASSINGS 76

ALUMNI PROFILES



• Development leader 76
Martee Horne (BBA '78)



• Soccer legend 79
Stephanie Yarem Ransom (BBA '00)



• Nashville money 80
manager Stephanie Mundy-Self (BBA '07)

Terry Magazine iOS App



Bulldog Artist

When the UGA admissions office went looking for an artist who could bring another of those iconic Athens bulldog statues to life — this one in the lobby of Terrell Hall on UGA's North Campus — Melinda DeMaria hired New York City tax attorney Heather Ripley (BBA '06, MAcc '06), who works for Alston & Bird by day and is an accomplished artist by night.

Ripley has been painting since the 10th grade at Woodward Academy in College Park, Ga., and admissions staffer DeMaria remembered interviewing her for UGA's Foundation Fellows program when Ripley was a senior at Woodward. Ripley became a Foundation Fellow and made such an impression on DeMaria during her college years that the two stayed in touch while Ripley was attending Harvard Law School.

"I've always kept up with my art," says Ripley. "I actually sold a few paintings to my accounting professors while I was at UGA. I've toyed with the idea of art as a career, but leaned more toward business and law."

Bulldogs are a family tradition in the Ripley household. Her parents met at UGA, her sister is an alum, and her brother is a current student.

Ripley spent a full week on the UGA campus this past spring painting Terrell the Bulldog, and she did the work pro bono. All told, Ripley spent roughly 35 hours on the project — but while the layers were drying she managed to make phone calls and send emails to clients in Europe and to Alston & Bird colleagues in New York City.

Decked out in a colorful mural, the Terrell Hall bulldog is a reflection of the student experience at UGA — applying on-line to the admissions office, touring North Campus, enjoying fireworks at graduation, and walking through the Arch. 🏠

— Tracy Giese (ABJ '90)



UGA PHOTOGRAPHY



Newsfeed

News about Terry College students, faculty, and alumni • Spring 2014

RMI ranked No. 1 again




The Terry College has four programs in the nation's top 15, according to the most recent survey of undergraduate education programs by *U.S. News & World Report*.

Topping the charts was Terry's risk management and insurance program, which was ranked No. 1 in the nation for the second consecutive year. The real estate program placed No. 4. Terry's management information systems program ranked No. 12 in the nation. The undergraduate accounting program ranked No. 13, up from No. 15 last year.

The college as a whole ranked No. 21 for best undergraduate business education — and 11th among public universities, which represented a jump of six places from last year.

"While we never want to put too much stock into rankings, I am pleased that the Terry College is becoming recognized for the top-flight education and career opportunities we provide to students," said Dean Ben Ayers. "I am proud to see that our ambition to create a true culture of success is being recognized nationally."

U.S. News also ranked universities as a whole, with UGA placing among the top 20 public universities. 


Dorsey Chair in Real Estate

Terry has received a \$2.5 million gift from the estate of noted Atlanta realtor Roy Adams Dorsey to establish the Roy Adams Dorsey Distinguished Chair in Real Estate.

The check was presented to UGA President Jere W. Morehead at a recent ceremony in Atlanta by the executors of the Dorsey estate.

The university gratefully acknowledges the role of UGA Foundation Emeritus Trustee Bob Edge, an attorney with Alston & Bird, who served as the attorney for the estate.

Dorsey, who died in 2012, was the founder and president of Dorsey-Alston Realtors, which specializes in luxury real estate in the Atlanta metropolitan area. Founded in 1947, the company is part of *Who's Who in Luxury Real Estate*.

Dorsey and his two brothers attended UGA. His father, Cam D. Dorsey, a 1903 UGA alumnus, helped establish the University of Georgia Foundation in 1937. Dorsey also attended the Darlington School, Episcopal High School, and the University of Virginia. He served in World War II as a military intelligence officer. He was an active participant in Atlanta civic endeavors, including serving as president of Goodwill Industries and a trustee of the Piedmont Hospital Foundation. 

quoted

Lotteries are popular ways for states to fund college scholarships, but there's often a discrepancy between the people who buy lottery tickets and the ones who get scholarships. To help understand why these policies are popular, the Utah-based *Deseret News* talked to **David Mustard**, a Josiah Meigs Distinguished Teaching Professor of Economics at Terry. "It's a stable political coalition," said Mustard, who has researched lottery scholarship programs for over 15 years. "If you tried to end the lottery, middle-income people will complain that scholarships were gone, and low-income people would complain that they couldn't play it." 📖

MBA wins Fast Pitch

A team of Terry MBA students took top honors in a business plan competition against students from Emory and Georgia Tech.

The Fast Pitch Competition gave teams three minutes to pitch a compelling business plan to judges. Terry's winning team, comprised of George Kloppenburg and Bobby Callahan, took the top prize of \$1,000 despite having only two months of preparation in an entrepreneurship class taught by Terry faculty member Chris Hanks.

Kloppenburg is a major in the U.S. Army and a West Point graduate. The Army is sponsoring his graduate education.

Callahan is a veteran of the U.S. Coast Guard.

In addition, full-time MBA student Chris Henseler earned a spot in the top four. 📖

Faculty award winners

Three Terry College professors representing accounting, economics, and finance received Outstanding Faculty Awards at a reception held in their honor on Sept. 9.



Carpenter

Tina Carpenter, an associate professor of accounting, was honored for her consistently high student evaluation scores, her tireless work on behalf of her students, and the pedagogical creativity she brings to the classroom. In addition to this award, she holds the distinction of being the only teacher to receive the Beta Alpha Psi Graduate Teacher of the Year Award eight consecutive years.

As one student wrote, "Dr. Carpenter's attitude is infectious! It's easy to do your best when you have your own cheering section."

As an example, Carpenter begins each day of her Advanced Accounting course with student presentations of a current merger or acquisition story from *The Wall Street Journal*, helping to make the difficult material feel like a part of the real world.



Snow

Arthur Snow, the Nicholas A. Beadles Professor of Economics, is a world-renowned researcher, having published 48 papers in refereed journals as well as receiving the *Journal of Risk and Insurance* Best Paper Award in 2009 and the *Geneva Risk and Insurance Review* Best Paper Award in 2008.

Primarily focused on public economics and the economics of information and uncertainty, Snow's papers have garnered more than 1,600 citations, with more than 600 coming in the last five years. He has also created a research legacy through his guidance of Ph.D. students, who have gone on to hold prestigious posts at top research universities after co-authoring papers with him.



Poulsen

Annette Poulsen, the Augustus H. "Billy" Sterne Chair of Banking and Finance, was honored for her consistent work to further the study of finance, the University of Georgia, and the Athens community. Poulsen has served in a variety of roles within academia — editing or co-editing five journals, presiding over the Financial Management Association International and the Southern Finance Association, and serving as a board member for several finance groups.

In addition, she has served as head of the department of finance at Terry and as director of the Center for Risk Management. Poulsen has also been instrumental in fundraising efforts for the college. She has worked as treasurer of the Athens United Soccer Club and the Oconee Football Club and as a fundraiser for the Alzheimer's Association and Fisher House charities. 📖

UGA Advisor of the Year

By Matt Waldman (AB '96)


Kathy Cohen encourages the RE/RMI students she advises to cultivate relationships with Terry faculty and staff — and her efforts have not gone unnoticed. This year, she was named UGA Advisor of the Year. This marked the second time in 10 years that Cohen has received this all-campus advising honor, and it moved several staff members from the Atlanta office of Beecher Carlson/Brown & Brown to make a collaborative gift to Terry's Business Learning Community that will name the RE/RMI advising office in Cohen's name.

Cohen was surprised to learn about the alumni gift spearheaded by Alumni Board member Steve Denton (BBA '87) and Young Alumni Board member Matt Mautz (BBA '03). "I still cannot process what happened," she says.

Rob Hoyt, who heads the Department of Insurance, Legal Studies & Real Estate, wasn't the least surprised at the recognition bestowed on Cohen, a former HR director of Blue Cross-Blue Shield's Washington D.C. operation who is far more than a bookkeeper of academic degree requirements.

"Kathy goes well beyond the basics of advising," says Hoyt. "And as the alumni donation shows, her interest in them continues long after they graduate."

"Students don't realize how important it is for them to form long-term relationships in life," says Cohen, who has been named Terry's Academic Advisor of the Year four times. She meets 10–12 students every day, and she is often responsible for providing recommendations to prospective employers. "The number of alumni and industry contacts that we have means that we get calls all the time asking if we have anyone looking for a job whom we can recommend."

Hoyt says his department prides itself on being deeply interested in the lives and success of students. "Since she joined us 12 years ago," says Hoyt, "Kathy Cohen has been on the front lines of that focus." 



This is the second time in 10 years that Cohen (center) has been honored as UGA's best academic advisor.

Private schools produce bankers, but so does UGA

The University of Georgia ranks 25th in the nation in terms of the number of graduates hired as Wall Street investment banking analysts, according to an article in the business news publication *Quartz*.


UGA was the 8th highest-ranked public school, supplying 21 graduates to the 2014 banking analyst class.

That put UGA in elite company populated mainly by East Coast private schools.

The top five schools for investment banking analysts were: University of Pennsylvania, New York University, Georgetown University, Cornell University, and University of Michigan.

A contributing factor to UGA's stellar showing is the Corsair Society, a university-wide student organization — founded by Terry graduates Dave Battle (BBA '00) and Jeff Bogan (BBA '02) — that connects alumni in investment banking with aspiring students. These alumni, most of whom are Terry College graduates, act as mentors, guiding UGA students through competitive internships and job interviews.

"Many students from other schools don't have this experience. Corsair provides [UGA students] with a toolkit for their full-time position. It gives our interns a leg up on others from day one," said David Kirby (MAcc '08), an associate at Goldman Sachs, in a Corsair Society story that appeared in the Fall '12 issue of *TM*.

The *Quartz* article was based on hiring data from Wall Street recruiting company Vetterly. 

— Matt Weeks

Crossing boundaries

By Matt Waldman (AB '96)

UGA President Jere Morehead said last fall that the university's new interdisciplinary faculty hiring initiative would reach across traditional boundaries. Hence, it's fitting that Terry's first interdisciplinary hire is Laura Zimmerman because this Oxford-educated, German native with a Ph.D. from the University of Michigan has reached across a number of borders in her academic career.

Zimmerman, who has a joint appointment in Terry's economics department and in UGA's School of Public and International Affairs, will focus her research on the political and labor economics of India. She is also teaching a political economy class for Terry undergraduates.

"The course ties together economic research and political research while looking at the ways political and economic factors intertwine in developing countries," says Zimmerman, whose curriculum draws from her research, which includes anti-poverty programs, gender issues in developing economies, and government-sponsored agricultural programs.

Zimmerman's doctoral dissertation on an anti-poverty program in India — one of the largest of its kind in the developing world — examined how the program's implementation affected the Indian economy, the government's subsequent election performance, and national security.


"It's a large public works program that guarantees Indians a job," says Zimmerman, who wanted to find out if this wide-scale, anti-poverty program supported the government's claim that they care about the poor — and if it had an impact. So far, it has, she says, but not as one might expect.

"There is a large Maoist insurgency that fights the state when it comes to the concerns of the poor, and a lot of people would assume that the government's strong commitment to economic development would reduce violence because the insurgents might realize that the government is addressing the issue. What we find, however, is that violence shoots up right after the program is implemented and then there's a decline."

Based on the data that Zimmerman has analyzed about these violent incidents — including location, the perpetrators, and the victims — government forces and police are responsible for the uptick in violence. Zimmerman says that citizens have become more trusting of the national government and they now provide intel on the Maoist insurgents, which leads to the use of force by the police.

The new professor's interest in India stems from her undergraduate experience at Oxford, her trips to India, and a deep-seeded interest in different cultures.

"The school systems in Germany make you take at least two foreign languages," says Zimmerman, who wound up taking three: English, French, and Spanish. "It opens you up to thinking about other cultures as well as traveling the world. So when I did my study at Oxford I took a lot of political science classes that examined the similarities and differences of political systems around the world. The one country that always showed up as a big puzzle that didn't fit a lot of theories was India."

It's a fitting focus for a professor whose work doesn't fit within a specific border, but that falls within a sphere of great demand. 

Management book takes top honors

A book co-authored by Archie B. Carroll, professor emeritus of management at Terry, received the Best Book Award from the Social Issues Management division of the Academy of Management.


Carroll's book — *Corporate Responsibility: The American Experience* — is a landmark exploration



tion of how ideas and practices have evolved over 200 years in response to the questions, "To whom, for what, and how is the modern corporation responsible?"

The book shows how corporate responsibility has evolved over time, with the roles, responsibilities and performance of corporations coming increasingly under the spotlight as new norms of transparency and accountability emerge. Transparency has become an expectation in the 21st century and Carroll's book meets demand for an informed public conversation about the modern corporation and its ethical values.

Written with co-authors Kenneth J. Lipartito (Florida International University), James E. Post (Boston University) and Patricia H. Werhane (DePaul University), *Corporate Responsibility* was one of 16 publications in contention for the coveted Best Book award.

The Academy of Management is the leading worldwide professional association of organization and management scholars. The Social Issues Management division includes 1,700 scholars who examine "social, ethical, public policy, ecological, and international environments influencing and influenced by organizations." 

Multicultural economy soars

By Matt Weeks (ABJ '05, MPA '11)

The buying power of minority groups in the U.S. has reached new heights and it continues to outpace cumulative inflation, according to the latest *Multicultural Economy Report* from the Selig Center for Economic Growth at the Terry College.

The rising trend in minority buying power — as exemplified by the \$1.3 trillion Hispanic market, which is larger than the economy of all but 15 countries in the world — signals an opportunity for tailored marketing, according to Jeff Humphreys, director of the Selig Center and author of the report.

Humphreys' report breaks down the economy according to racial and ethnic affiliation, supplying buying power estimates for African Americans, Asians, Native Americans, and Hispanics. It also includes state-by-state buying power projections, providing businesses with a blueprint for market growth across the U.S.

The term “buying power” refers to the total personal income of residents that is available after taxes. It does not include dollars that are borrowed or were previously saved. The full report is available for purchase at the Selig Center's website (terry.uga.edu/selig).

The Selig Center also offers a free report on Asian American buying power. This report, also available on the center's website, offers a more complete breakdown of Asian subgroups (e.g. Asian Indian, Chinese, Filipino, and Laotian) and their economic clout.

Highlights from the 2014 Multicultural Economy report:

African Americans

African American buying power will rise to \$1.1 trillion in 2014. African Americans control the second-biggest minority market, behind Hispanics. African American buying power has seen an 86 percent increase since 2000 and accounts for 8.7 percent of the nation's total. The growth stems in part from an increase in the number of African American-owned businesses, as well as from an uptick in education among the African American population, which leads to higher incomes.

Native Americans

The Native American population will see its buying power increase 149 percent since 2000, to \$100 billion. That increase is larger than the percentage growth in the white population, and is due in part to rapid growth of the Native American population. Although Native Americans comprise only 1.3 percent of the U.S. population, their buying power and clustered populations should make them especially attractive to businesses.

Asians

The Selig Center estimates that Asians' buying power will rise to \$770 billion in 2014, with 5.5 percent of the U.S. population claiming Asian ancestry. (This number includes those who identified as Asian as well as Native Hawaiian or Other Pacific Islander.) Despite the Great Recession, employment gains for Asians grew 45 percent since 2000. Those strong gains coupled with a fast-growing immigrant population mean that Asian buying power is expected to grow to \$1 trillion in 2019.

Hispanics

One of every six people in the U.S. claims Hispanic origin, making the group an economic powerhouse. The \$1.3 trillion 2014 Hispanic market shows a gain of 155 percent since 2000, which is a far greater gain than the 71 percent increase in non-Hispanic buying power and the 76 percent increase in overall buying power since that time. The Selig Center estimates that by 2019 Hispanics will account for 10.6 percent of total U.S. buying power. terry.uga.edu



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Research and Innovation

Advances from the Terry College of Business

Exclusion's harmful effects

By Matt Weeks (ABJ '05, MPA '11)

When employees feel left out, they frequently act out. That's the message that new research from the Terry College delivers as an explanation for why employees sometimes engage in unproductive behaviors in an effort to benefit their work group.

"Everybody has a need for social approval. It's the basis of our human functioning," says management professor Marie Mitchell, who co-authored the study. "But when individuals are faced with the risk of social exclu-



Mitchell

sion, it motivates some pretty unsavory behaviors. We already know how people react when they're being excluded from a group, when someone is mistreating them or abusing them. What we sought to examine this

time is: What if you're not sure you're being excluded?"

Employees can feel disconnected from their work for something as simple as not being invited to lunch or feeling isolated from group activities like getting coffee. These simple, everyday experiences are often so subtle that it's hard to tell if they're really examples of exclusion. Regardless, this new research, published in the *Journal of Applied Psychology*, shows that perceived snubs may have a harmful effect on employees.

"When a person believes they are at risk for exclusion, they assume there is something about their personality or their makeup that suggests they're not a valued group member — so they have to do something above and beyond what they're currently doing in order to demonstrate their value to the group," says Mitchell. "So they engage in behaviors that are pretty seedy. They undermine anybody outside their work group. They may even cheat to enhance their group's performance level. They may lie to other work groups."

Such behaviors can ripple throughout an organization, causing managers to expect unrealistic standards of execution and contributing to an overtaxed and suspicious environment. They can even affect the bottom line.

"These unethical, productivity-cheating type behaviors cause people to think they're more productive than they actually are," says Mitchell. "They're lies, essentially. They're not really reflecting performance levels or the productivity of an organization. What's worse, they can ultimately undermine productivity and the organization's effectiveness because if those things come to light within a group context, they will totally undermine the group and its internal dynamics. They could potentially be a dark seed within the organization as well. These kinds of cheating behaviors have taken down companies like Enron and WorldCom."

Mitchell and her co-authors tested the idea through an experiment in which participants faced the risk of exclusion. In a lab setting, participants took a personality test, then were divided into groups of four and asked to talk with each other for 15 minutes.

Following the discussion, they were told they would be taking two tests that would be scored against a different group. While all four members would take the first test, the group would vote on three members to move on to a second test. The research team manipulated perceived risk of exclusion by asking participants to report on which members of the four-member group they felt should participate in the last group task. Participants were then asked to do a computer task. At that time, they received an update informing them about the feedback on how the team rated whether they would move forward to the last task. The researchers randomly assigned who received high versus low perceived risk of exclusion information. Participants in the high risk for exclusion group were told that only one member voted to have them continue to the last task. Partici-



pants in the low risk for exclusion group were told that three members voted to have them continue to the last task. With members now primed to feel potential exclusion, the first test began.

It consisted of unanswerable anagrams — a mish-mash of letters that participants were told could be unscrambled to form common English words. Participants were asked to record how many anagrams they unscrambled. Since there were, in fact, no correct answers, every reported instance of solving the anagrams constituted a lie.

“There was definitive cheating. If they put down even one thing, that was cheating,” says Mitchell. “There’s a generally human tendency when faced with these kind of situations for individuals to misreport what they did. But those who had a high need for social approval and were in the group that was being excluded, they were far more likely to cheat.”

Mitchell says those kind of lies serve two purposes: to help the liar’s group beat their competitors and to validate the liar’s worth within the group.


“Research from others suggests that these are pretty costly behaviors,” says Mitchell, “and that they’re a lot

more prevalent than people think that they are. The cost to organizations ranks into the billions of dollars annually.”

What can organizations do to avoid these potential calamities? Mitchell has some answers.

“If you’re a manager and you see someone who is not integrating well with the rest of the employees, take care in handling them and try to get them better integrated with their colleagues,” she says. “Look at the internal dynamics and norms of what constitutes performance behaviors for your employees. Employees who are at risk of exclusion are far likelier not to engage in these behaviors if they think the entire work group will be held accountable if their behavior isn’t ethical.

“If there are structures in place that demonstrate a value to ethical behavior — structures that even include, for example, bonuses or other motivators for that behavior — that can help. Accountability systems that demonstrate that they hold individuals to doing things the right way, as opposed to the wrong way, are important.”

Co-authors of the paper include Stefan Thau of INSEAD, Rellie Derfler-Rozin and Marko Pitesa of the University of Maryland, and Madan M. Pillutla of the London Business School. 

Faculty recognition

Awards

Management professor **Jessica Rodell** was



RODELL

part of a five-member team that received the 2014 Academy of Management HR Division's Scholarly Achievement Award for their research, "Hierarchical representations of the five-factor model of personality in predicting job performance; Integrating three organizing frameworks with two theoretical perspectives." Their work was published in the *Journal of Applied Psychology*. The Academy of Management presents this award to "the most significant article in HRM (Human Resource Management) published in recognized journals."

Legal Studies professor **Nathaniel Grow** was awarded the Academy of



GROW

Legal Studies 2014 Distinguished Junior Faculty award at the organization's annual conference. The award is considered the academy's most prestigious honor for recognizing early career achievement in the legal studies discipline's preeminent international academic association.

Senior Associate Dean and management professor **Daniel Feldman [Synovus Chair]** received Emerald



FELDMAN

Publishing's Citation of Excellence Award in July. The honor is awarded to the top 35 papers from the top 300 management publications over the past 15 years.

Economics professor **Meghan Skira** was one of 10 outstanding UGA faculty



SKIRA

members inducted into the Center for Teaching and Learning's Lilly Teaching

Fellows Program. Open to faculty members in their first, second, and third years of teaching, the Lilly program provides talented instructors with opportunities to strengthen their teaching skills and develop their ability to appropriately balance teaching with the research and service roles required by a research university. Throughout the two-year program, fellows pair with faculty mentors and develop instructional improvement proposals. Each fellow is given up to \$2,000 to implement new ideas in the classroom or enhance the development of their career path. In addition to her classroom skills,

Skira is also a talented researcher with interests in labor economics, health economics, and the economics of aging.

Appointments

When management professors **Scott Graffin** and **Mike Pfarrer** earned the roles of associate editor for the



GRAFFIN

Academy of Management Journal and *Academy of Management Review*, respectively,

they accomplished an editorial feat that only four other schools have done in the history of the two preeminent



PFARRER

management journals in the academic field: Two professors from the same school

holding editorial responsibilities on these two publications at the same time. *AMJ* is the flagship empirical journal in management and began publication in 1958. *AMR* is the flagship conceptual journal in management; it began publication in 1976. Both are official journals of the Academy of Management, the primary professional society in management, with nearly 19,000 members worldwide.

Associate editors have full decision-making

authority over manuscripts that are submitted to the journal, including selecting reviewers and making final publication decisions. The other schools achieving this feat during the history of these two publications are Michigan State, Penn State, University of Florida, and University of Southern California.

Graffin's *AMJ* term began in July of 2013 and extends through 2016. Pfarrer's *AMR* term began in July of 2014 and extends through 2017.

Presentations and Mass Media


Finance professor **Alexander Barinov** was invited to present his work, "Firm Complexity and Post-Earnings Announcement Drift," at the European Financial Management Association meetings in June and at the Venice World Finance Conference in Italy in July.

Finance professor **Ralph Steuer [Sanford Chair]** was invited to the 2nd Industrial Academic Workshop on Optimization in Finance and Risk Man-



STEUER

agement in Toronto, sponsored by the University of Toronto Fields Institute.

"Multicriteria Portfolio Selection" was the title of Steuer's presentation. 

Love Terry?

Elisabeth does.

A 2010 graduate, Elisabeth says that Terry's inspiring faculty, innovative academic programs and strong alumni network served as a launching pad for her career. She faithfully gives to the Excellence Fund in appreciation of the business and leadership skills she gained in Terry and the Institute for Leadership Advancement. Elisabeth also volunteers her time, recently hosting a Leonard Leadership Scholar alumni gathering where classmates reconnected with the program and each other. "By giving back, I help sustain the same pioneering academic and leadership programs that helped shape my career – and foster innovative programs for the next generation."

Elisabeth Bentley (BBA '10)
Leonard Leadership Scholar '10
Senior Consultant
Capgemini

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1 Women of Terry lunch at Google HQ

Adrianna Samaniego (BBA '10), Marjai Roberts (BBA '10), and Elisha Wade Finney (BBA '83) hosted a Women of Terry lunch at Google headquarters in Mountain View, Calif.

2 D.C. alumni reception

(from left) Jennifer Fink (BBA '12), Ali Hymson (BBA '12, MAcc '13,) and Taylor Brown (BBA '13) attended a Terry alumni reception in Washington, D.C.

3 Knox Scholars reception

(from left) Wyck Knox (BBA '62, LLB '64) talks with marketing doctoral students Stefan Sleep and Nik Nikolov and at the Knox Scholars reception at Brooks Hall.

4 Going-away reception for Dean Knapp

(from left) Dan Amos (BBA '73), former Interim Terry College Dean Charles Knapp and his wife Lynne, UGA President Jere Morehead, and Pete Correll (BBA '63) at Knapp's going-away reception in Atlanta.

5 Terry loves New York

Associate Director of Alumni Relations Jennifer Allen and Morgan Moore (BBA '13) posed for this photo with the New York skyline in the background during an NYC alumni event.

6 Two UGA presidents

Current UGA President Jere Morehead and former UGA President Charles Knapp at Knapp's going-way reception.

7 D.C. Alumni Network Tailgate

(from left) Matt Bower (BBA '07), Lindsey Fisher (BBA '14), and Walter Crawford (BBA '14) had fun at Terry's Washington, D.C., Alumni Network Tailgate.

8 Homecoming photo booth

Clowning around was the order of the day at Terry's Homecoming photo booth.

9 Young Alumni Board event

(from right) Olivia Nail (BBA '12) and Linh Nguyen (BBA '10) chat with Chris Sanders (BBA '11) during a Terry Young Alumni Board networking event in Atlanta. 📍



1



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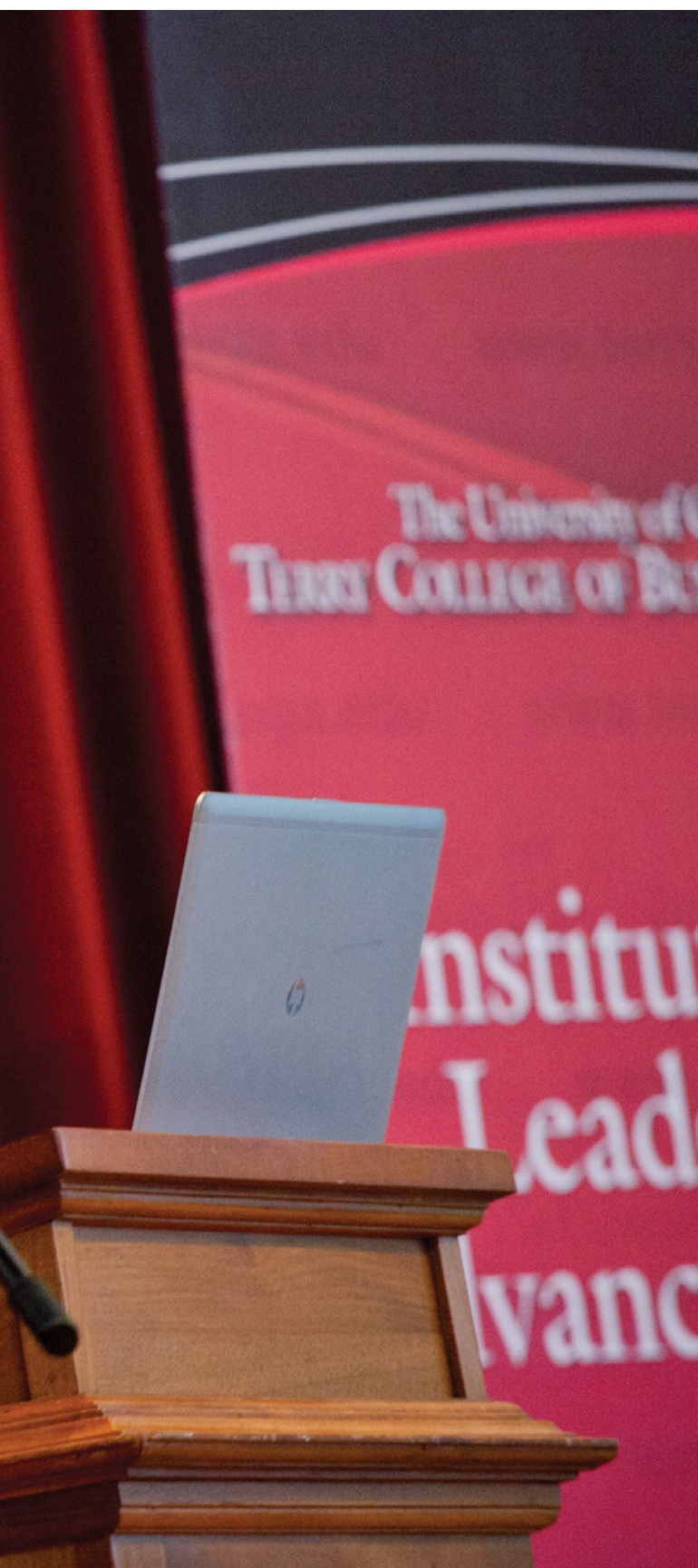
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Gina Drosos: Curtain Up, Act II

The former global business guru for Procter & Gamble is now CEO of Assurex Health, which aims to revolutionize patient care with its cutting-edge genomics tool GeneSight

It's early evening with the first frisson of football weather, and as the sun fades in the distance Gina Drosos (BBA '85) and her family are playing Cornhole. An uncle lays out barbecued ribs and chopped pork takeout, and although son Will, 18, is warned he can't wear it for his senior high school portrait, he is sporting a Dawgs T-shirt. Drosos' iPhone, clad in a UGA cover, occasionally vibrates, and 16-year-old daughter Claire sips from a UGA cup. Just so no one mistakes where the Drososes' loyalties lie, husband Perry brings out the UGA football jersey and cheerleader outfits (complete with bandanas) they've bought for their mini-Labradoodle Chai and mini-Goldendoodle Zoey.

Tailgating in the Classic City before a game Between the Hedges? Nope. It's just another Sunday evening at the Drosos home in suburban Cincinnati, where Gina's connection to her alma mater is inescapable.

By Krista Reese (MA '80)

Opening Photograph: Jason Thrasher

At her Terry Leadership Speaker Series appearance at UGA in October, Gina stressed the importance of having a compelling vision "to move people to action, to change behaviors, and to drive business results."



A two-time honoree on the *Fortune* 50 Most Powerful Women in Business list — often dubbed “Beauty Queen” for her role in revitalizing iconic cosmetic labels like Olay and Cover Girl— Virginia Coleman Drosos traveled all over the world for Cincinnati-based Procter & Gamble, where she led a unit with more than 20 brands and \$6 billion in sales. Her 6,000-plus employees spanned 120 countries; her strategies for Olay alone helped boost sales from \$200 million to \$2.5 billion.

The rewards for Gina’s professional and personal style are visible in both the rambling home — where her library-like office features a soaring, stained-glass cupola — and in the easygoing closeness she enjoys with her husband and kids. Still, when she talks about her choices, Gina cheerfully rejects the “Supermom Doing It All!” pageant ribbon. As she cuts up tomatoes for a salad caprese, she laughs, “I’m good at takeout!”

Later, she will say, “I have lived my life strategically and pragmatically — meaning that I plan ahead but stay open to unexpected opportunities. But I never in a million years could have planned the way it’s turned out.”

At 51, after leaving the multinational conglomerate many speculated she would one day lead, the self-described “big-change person” known for bold, data-driven (and highly rewarding) marketing moves has zagged into a counterintuitive career choice: Rather than

In its startup days, Assurex Health was located in a strip mall storefront. Having already achieved their 2014 goal of testing 100,000 patients, Gina and her team are looking to expand the company’s Cincinnati offices.

easing into a more relaxing schedule of consulting or speaking, she has taken on an emerging growth company that at first glance seems light years removed from beauty creams and aftershave.

Assurex Health, where Gina was recently named CEO, sells a cutting-edge, treatment decision support tool, using patients’ own DNA to help doctors prescribe the most effective medications. When she was hired, she was employee No. 113 (that total has more than doubled since). The company’s first office was a strip-mall storefront, which is a long way from Procter & Gamble.

“You might think everything would be different,” Gina told the *Cincinnati Business Enquirer*. “It’s not.”

The route she took was circuitous, to say the least. After taking her family on company-driven moves to Switzerland and Baltimore, Gina informed her P&G bosses that once Claire and Will were in high school in Cincinnati, she preferred not to uproot them again against their wishes. When she was given the opportunity for another international assignment that entailed a move to Singapore, the family talked it over carefully. “Yes,” says Claire, “we were worried we might have to move again. But we knew we would be listened to.”

Gina turned the offer down. “It was just business,” she says, shrugging, of the offer. “Not personal. I was the one who wrote the proposal to go to Singapore. The tax advantages were obvious.”

Career decision made, Gina resigned from the company where she had worked for 25 years, starting as a brand assistant on Spic and Span floor cleaner. She decided to take a year to figure out her next move.

The Drosos family’s close-knit dynamic is hard-won, considering both parents are busy professionals (Perry is a marketing consultant) and frequent business travelers. However, with the help of an au pair when the kids were small, Gina notes that either she or Perry were always at home with the kids while the other was traveling. Intricate schedules — including Claire’s lacrosse games, Will’s basketball, family board game nights, work dates — are maintained in a detailed online family calendar they all share. “If it’s not on the calendar,” says Gina, “it doesn’t happen.”

From early on, Perry and Gina decided they would not, as Perry says, “let life slow us down,” an attitude adopted even before the kids were born, as Gina enthusiastically bounded onto tennis courts — to the chagrin of her in-laws — until her ninth month of pregnancy. She points out that her husband has also put their family first with career decisions, while she worked to achieve some unorthodox boundaries for an ambitious young executive — such as ruling out traveling on her children’s birthdays. Then there was the time Gina, a former high school basketball MVP, signed on as a coach for Claire’s fifth-grade basketball team.

Despite a frenetic, dateline-crossing work schedule, she hoped to inspire the struggling squad by promising that if they made it to the championship game, she would be there. (“It was important to us,” says Claire. “Mom was the one who knew strategy.”) Improbably, it worked. “They won ... and won ... and won,” says Gina. In Mumbai, informing her new boss she would have to miss a meeting to make the game, Gina coached the girls via conference call (“Remember, sticky defense! Play on your toes — not back on your heels!”) and plotted a flight path (Mumbai to Dubai to Dayton) so she could get home in time for the championship game ... with 45 minutes to spare. “Miraculously, every flight was on time,” says Gina, who was waiting at the locker room door to greet the girls as they entered. “And then,” says Claire, “we won the championship.” Gina beams.

Such moments, like the mom-and-daughter pedicures they enjoyed this afternoon, go far toward building the kind of easy rapport that the family enjoys.

Will and Claire also “have each other’s backs,” notes Gina. Brother and sister double-dated to the prom, they’re considering attending the same college (and their high grades and test scores will almost certainly earn them multiple admissions), and, yes, UGA is on their lists, with some other equally impressive universities. And yes, Gina says that if they choose schools other than Georgia, she will root for their teams too. (“I’m so rah-rah I’ll root for friends’ teams,” she says.) The statement reflects the kind of healthy competition the entire family seems to relish and Gina especially radiates — a sort of restless positive energy looking for a worthy outlet.

Later, as Gina helps Claire with AP calculus homework, her daughter teases, “You’ve forgotten your math, Mom.” Gina counters, flexing her eyebrows significantly, “But what’s more math-y than genetics?”

In fact, that kinetic, team-seeking energy has animated Virginia Coleman Drosos beyond the worthwhile goals of career success, of raising smart, responsible kids and being a loving, supportive spouse, beyond giving back to her community and inspiring other women — and men. She found it in her career at Procter & Gamble, both in its expansive philanthropic outreach and in its overall business philosophy, but her new venture at Assurex Health has hardwired her abilities more directly. As the dark deepens around the Drosos’ patio table overlooking the pool, candlelight — and Gina’s own excitement — illuminates her features as she describes what her company’s work means to patients’ lives.

Assurex Health’s test, called GeneSight, is a patented

Gina was so successful at P&G — where she led a unit with more than 20 brands and \$6 billion in sales — that when she was named president at Assurex Health it made the PRNewswire marquee in Times Square.



technology invented by its partners, the Mayo Clinic and Cincinnati Children's Hospital, she explains. After a cheek swab is taken and FedExed to Assurex Health's gene-testing labs, results are available to the clinician via secure Web Portal within 36 hours. The results categorize FDA approved medications based on how they fit with the patient's genetic profile, employing simple green ("use as directed"), yellow ("use with caution"), and red ("use with increased caution and more frequent monitoring") categories. Multiple published, peer-reviewed clinical studies establish GeneSight's value, both to patients and insurers: GeneSight-guided prescriptions have doubled both the rate of remission and the odds of response, while reducing health care costs by nearly 40 percent when compared to usual treatment. (Adverse reactions generate not only emergency room visits, but disability claims and absenteeism.) The company estimates annual medical savings at nearly \$2,600 per gene-tested patient.

GeneSight currently has four tests, largely focused on psychotropic and analgesic drugs for mental health and chronic pain. But anyone who knows someone who has struggled with adverse reactions to prescriptions will be excited for its future.

Gina is particularly excited about the prospect of its use among veterans, where PTSD and traumatic brain injury have contributed to a tragically high rate of suicide and homelessness. (In 2012, there were more military deaths by suicide than in combat.) Among the most startling findings from psychiatric studies: When doctors prescribe their first "go-to" drug for depression, for example, it is likely to work for less than half (47 percent) of all patients, with 16 percent being intolerant to it. However, when doctors then prescribe their next choice of drug, its effectiveness drops even more dramatically — to only 27 percent — while intolerance rises to 20 percent. "A vicious downward spiral begins," says Gina, that continues through a fourth prescription attempt, when effectiveness bottoms out at 18 percent, and intolerance climbs to 34 percent — if a patient has not by that point given up completely, to self-medicate or to try to cope with what may seem unbearable. Some research indicates that addiction may be a result of "hypermetabolic" reactions to ill-suited meds that require progressively higher doses.

"That's where GeneSight's effectiveness is so helpful — in breaking the cycle," says Gina.

The GeneSight test has recently been approved for reimbursement through the Veterans Administration, and the company's generous financial assistance program

makes it available for \$200 to anyone without insurance coverage. In addition, in November the company is donating 100 tests to Ohio veterans in an outreach program that will also conduct quality-of-life surveys with partners such as the VA Medical Center in Cincinnati and the University of Cincinnati's Health Center Stress Clinic. More gratifying than the statistics, says Gina, are letters the company receives from grateful patients and their family members, thanking them for helping them at last find relief — or, as some claim, saving their lives.

While the product is certainly far afield from her P&G beauty brands, Assurex Health's marketing mission shares several similarities: The target is women, who as the family's "Chief Medical Officers" are most often the ones seeking the best information on treatments.

"Either typically or stereotypically," says Gina, "men are often the ones saying, 'I'm fine' while their wives or daughters or daughters-in-law are trying to figure out what's going on."

And interestingly, while Gina was known for such "big change" moments as introducing body wash to a general public that once used only soap; renaming what had been known to generations as Oil of Olay to a less oleaginous, more contemporary title (simply "Olay"); and introducing the creaky Old Spice brand to a new generation with the wonderfully wacky and quickly viral Old Spice Guy commercials (son Will advised her on that one, she says), she has always carefully calculated the risks and upsides with each gamble, working with in-house scientists and using information from independent experts. Olay, for example, "created a formula that was more effective than much higher-priced department-store brands," says Gina, who was able to cite independent research corroborating the advertising claims the company would make, fending off protests from powerful department store competitors — much as she now relies on rigorous, independent peer-reviewed studies on GeneSight. She has even adapted some references from her former fashion-oriented environment for her current role: "Why would anyone accept one-size-fits-all when you can get custom-tailored?" she says of GeneSight's prescription personalization.

Advertising budgets are still small, but Gina and her team are beginning the work to get the word out about their product, largely with online ads linked to web searches for topics like depression and relevant pieces on WebMD. The opportunity for growth is enormous: Mental health disorders alone are the country's No. 1 public health problem; the market for psychotropics and chronic pain prescriptions is greater than that of cancer, heart disease, and diabetes combined. Having already

achieved its 2014 goal of testing 100,000 patients, the company appears to be well on track to achieve its goal of testing 1 million patients by 2018.

“In 10 years,” Gina predicts, “we will be a \$1 billion, international company.” Within 10–15 years, she believes babies may be genotyped in hospitals at birth, so their medical affinities can be understood from the start — and travel with them throughout their lives.

Assurex Health’s executive chairman, James S. Burns, says that GeneSight is just one example of a trend that is likely to revolutionize medicine, as personalized information empowers patients. He encourages employees to read Eric Topol’s *The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care*, which outlines how smartphones, DNA sequencing, and web browsing will bring about democratization of medical care. Gina Drosos, he says, is on the front lines of this revolution: “She is starting to define how medical science is brought to consumers.”

If, as the saying goes, Ginger Rogers did everything Fred Astaire did — except backwards and in high heels — then Gina Drosos conducts her business choreography in a Dolce & Gabbana suit with Prada peep-toe pumps. “Oh, I’m a fun girlfriend,” she says, offhandedly recommending “the best foundation” (Cover Girl with Olay) and other helpful beauty tips to pals.

As head of P&G’s beauty division, the impressive

freebies included fashion recommendations and hair styling at an elite Fifth Avenue salon. She has never found “ladylike” qualities to be anything but business assets.

Born in Macon and raised in Atlanta, Gina says, “I’m proud of the Southern manners my mother taught me,” noting that her parents were ahead of their time in being equal partners who raised her to excel in a traditionally male environment. Growing up, Gina the tomboy often played neighborhood sports with and against the boys, and her lawyer father would always ask if she’d won. “Good,” he’d tell her. “Don’t ever let the boys win.”

Gina recently endowed a UGA scholarship in her parents’ names. The J. Robert and Martha R. Coleman CURO Honors Scholarship, for undergraduate research, will go to Honors students majoring in business or working on global business issues.

Longtime friend Jessica Hunt, now scholarships coordinator at the UGA Honors program, first met Gina as a freshman in 1985. “Even then, I recognized how great she was,” says Hunt. “She was in charge of that class, with great heart and character. But she was also tons of fun — someone you’d want to go downtown and hear bands with.”

Hunt says she and Gina and some others from that class “have done a good job of surrounding ourselves with empowered women.” They’ve stayed close; she remembers when Gina, along with Boston’s Greenlight Fund Director Margaret Hall and UVA American



After moving her family to Switzerland and Baltimore on previous Procter & Gamble assignments, Gina was reluctant to uproot daughter Claire and son Will again once they reached their high school years in suburban Cincinnati. With input from her husband Perry and from Will and Claire, Gina elected to turn down a P&G assignment to Singapore. And while we're on the subject of family solidarity, consider the fact that Will and Claire double-dated to their high school prom.



Studies professor Grace Hale came to visit her while she was a Peace Corps volunteer forester in Guatemala. (The evening before a recent Terry Leadership Speaker Series appearance on campus, with hotels sold out for Homecoming weekend, Gina flopped on Hunt's futon.) More importantly, Hunt has been able to put Honors students like Osama Hashmi, who even as an undergrad has been doing groundbreaking work in medical policy research, in touch with Gina so they can learn from each other. "He reminds me so much of her," says Hunt.

At P&G, Gina was able to open new markets for beauty products in places not known for their use or even for much discretionary income with which to purchase them. She expanded the business in places like China, Saudi Arabia, India, and Nigeria, where teaching children hand-washing while they sang the Safeguard song (to the tune of the ABCs song to make sure they washed thoroughly) was part of a public health program to reduce disease. Her role in meeting with women in Mumbai showed how she talked — and listened — to her customers. Women there, she says, would spend an evening with their daughters or other female family members, washing and oiling their hair, caring for their skin, and talking about their children and lives, while the men gathered elsewhere.

"I realized I knew these women," says Gina. The women loved the Olay product, but they couldn't afford full-size bottles. They preferred small sachets of it, sometimes using only part of it, carefully sealing it for the next use. Gina made sure the sachets were widely available, helping to boost the company's bottom line across India.

She believes that what is often thought of as a feminine approach — listening, building consensus, using tactful diplomacy, supporting your team — might also be thought of as . . . well, wise. "The executive practice of hiring yes-men, who agree with everything you say, is short-sighted and, frankly, insecure. And lead-



At Procter & Gamble, Gina was able to open new markets for beauty products in countries not normally associated with their use, such as (from left) Saudi Arabia and China.

ers need to make it okay to have a family life," says Gina, who, by giving herself permission to miss a meeting in Mumbai for her daughter's basketball game, set a precedent that made it okay for others, too.

As Gina sought worthwhile pro bono projects and explored entrepreneurial opportunities in her post-P&G period, friends and colleagues worried that headhunters who were circling would lure her away. At a get-together that a female banker friend called "Keep Gina in Cincinnati," she was introduced to Mike Venerable, a venture capitalist (or, as he describes himself, "a concept-stage investor") with CincyTech. He, in turn, invited her to a CincyTech mixer, where he brought Burns and Gina together with two glasses of wine and said, "You two should get to know each other."

It wasn't long before Burns realized that Gina brought the ideal professional background and working style to Assurex Health's needs. "In a company like ours, where we have to combine science and marketing, Gina has a way to use the right and left brain," he says. Looking into her background, he said, "I started hearing about somebody who is a natural leader. She is inclusive," he says, and receptive to being taught what she does not know about genetics, pharmaceuticals, and the medical industry. "That to me said maturity. She doesn't have to be the biggest, loudest voice in the room."

That style is evident in the Assurex Health conference room, in the company's comfortable new office complex that is already testing its space limits. (Gina and team are eyeing a neighboring cornfield for expansion.) A gathering of top staff runs through the latest numbers, examining the causes and effects for ebb and flow. Gina gently prods the group into achieving consensus on a laser-like focus, and then summons all hands on deck to make that goal a reality.

“When Gina came on, we were very good at showing how smart we were. Gina was all about bringing a voice and personality to the brand,” says Courtney Schulz, Assurex Health’s senior marketing manager. He describes her methodology as “Socratic,” and says, “Being in a meeting with her is like being in a master class.”

At P&G, longtime colleague and one-time employee Michael Kuremsky remembers Gina as “above all, a visionary and strategic leader. She put some key pillars and choices in place — it wasn’t just dreaming. Then we’d really operate on that strategy. She would think of what we needed and get the right people in. In some cases, she would roll up her sleeves and help. She would see in people what their strength and value was, then let them go at it. I was leading the business, not her through me.” At a meeting that gathered staff from around the world, he remembers, she awarded small tokens — Superhero posters denoting their special strengths. Kuremsky, the common-sense voice of reason, was cast as Woody from *Toy Story*.

“I still have it,” he says. “She was looking for something that has impact on people’s lives. That’s what she’s passionate about. She chooses how she works, with such integrity. I think that epitomizes her second chapter.”

Venerable notes that corporate succession, such as when Gina recently transitioned from president to

‘In a company like ours where we combine science and marketing, Gina has a way to use the right and left brain. She is inclusive. She doesn’t have to be the biggest, loudest voice in the room.’

— James S. Burns

president/CEO at Assurex Health, is “a situation that’s fraught with peril. Startups are such meritocracies. People might expect that someone from such a big firm would not understand that culture. But she nailed it. She’s somebody you want to work with, respectful of other people. She understood how to handle the board.”

Despite steady, early October rain, a crowd of young students in business suits fills the UGA Chapel for Gina’s Terry Leadership Speaker Series appearance.

“It’s the first opportunity we have to really understand what someone like her is doing in real life,” says student Regan Farmer, who is also part of a select group of students who will meet for lunch with her afterwards. Energetic and upbeat as ever, Gina illustrates her talk with photographs and stories from her own family, work, and life, with a video of the Old Spice “Hello Ladies” campaign, and with her usual approachable, down-to-earth style. She underlines her chosen topic of “Creating a Compelling Vision” with a story from *Alice in Wonderland*, in which Alice asks the Cheshire cat if he can help her find her way. The cat responds, “Well, that depends on where you want to get to.” Alice says, “Oh it really doesn’t matter...” The cat says, “Then it really doesn’t matter which way you go.”

Gina’s career hallmarks have been finding the direction, the meaning, and the comfort, in her work, her family, her life — all are intertwined, each supporting the other. She found it in creating communities bound by a determination to improve their own and others’ lives, even in such small ways as feeling better by looking better. Eventually, she would say in an interview, one of the reasons she decided to leave P&G was, “I wanted to make an even more profound difference in making people better.”

During her transition year between P&G and Assurex Health, she took a mission trip with Cincinnati-based Back2Back Ministries, which partners with international orphanages to help, and preferably deinstitutionalize vulnerable children. She then met with Co-Executive Director Todd Guckenberger “and initiated a conversation about how she could help us,” he says. Her background of marketing, and 20-plus years of international business experience, helped Guckenberger focus on a five-point child-development plan.

“She basically volunteered to be my personal coach for a whole year,” he says. “She did planning and development, helped lead our marketing team. Her strength

continued on 82

Faculty Roundtable: Career & Gender

Edited by Matt Waldman (AB '96) • Photos by Kent Hannon

Why do successful women need to be mindful of qualities associated with gender? How do the cultural influences on gender create differences in workplace interaction, performance, and likeability? What makes a good professional mentor?

Five Terry professors — women with a wide array of academic and professional backgrounds that include strategic management, information systems and technology, law, government, and accounting — participated in a roundtable discussion on the state of career and gender. They shared experiences in and out of the classroom, they discussed the importance of research, and they talked about the kind of advice they impart to students who are about to embark on their careers.

Marisa Pagnattaro (Legal Studies): I told my class about this roundtable and I asked them, “What are your concerns?” A woman’s hand shot up immediately. “Work-life balance,” she said. “I’m afraid if I have a baby I’m not going to be perceived as committed in the workplace.” All of the women agreed. I asked the men and they hadn’t thought about it.

Elena Karahanna (Management Information Systems): *Time* magazine had a recent article that showed male CEOs are never





asked about work-life balance. They are asked about having time to exercise, but never about time to spend with their children. Yet the first question asked of female CEOs is, “How do you balance family with the job?”

The article also polled the genders about work-life

conflict – 47 percent of the women and 67 percent of men said they experienced it. Of the men who answered “Yes,” all but one had a wife that was a stay-at-home mom.

Jacqueline Hammersley (Accounting):

But there was still a higher percent for the men?

Karahanna: Yes. The men said they don’t have time to spend with their kids, but



BENNETT-ALEXANDER

women, who complain about it less, actually have to juggle more. There are statistics that say for dual-career couples, women spend twice the amount of time as men doing housework and three times the amount engaged in child-rearing activities.

Hammersley: Students think about this issue. A couple of years ago I had a student ask me for advice about job offers from two firms. One was a firm with fewer opportunities for growth compared to the higher-profile job. She thought she shouldn’t take the job with the higher-profile firm because she wanted to have children.

It turns out that she wasn’t planning to have a baby for another 10 years. I suggested she take the job with the bigger firm, whose policies, by the way, would be more flexible and accommodating — especially if she proved herself valuable. This was news to her, but it made me wonder what else they’re thinking about that influences decisions that limit their possibilities.

Karahanna: What qualities do you believe women need to possess in order to be successful in business as a president or CEO?

Christine Shropshire (Management): Indra Nooyi, the chairman and CEO of Pepsico, is heralded for managing what is called the “double-bind,” the balance between being perceived as feminine enough and also having managerial qualities not perceived as “feminine” such as being a tough negotiator and a strategic thinker. Women

are often punished for displaying these qualities whereas men are rewarded.

Nooyi hosts dinner parties for her employees and spouses, which gets her points on the female side and offsets her reputation as a very tough negotiator, which earns her C-Suite credibility. Women have a much higher hurdle to overcome because in addition to being a successful leader, there’s an expectation that they exhibit some of these feminine characteristics.

Dawn D. Bennett-Alexander (Legal Studies): Isn’t it awful that this has to be the case? You give a party because it’s fun and a nice thing to do, but why does it have to have a characteristic of gender on it?

Pagnattaro: The same things can hold you back if you’re not careful about it. You have to be very confident. You also have to have a thick hide and a lot of drive. A lot of women wait for someone to tap them on the shoulder and say, “It’s time to move forward,” and if you wait, you’ll be left behind.

Bennett-Alexander: And if you don’t wait, you’re perceived as this . . . person who keeps trying to roll over everybody to get where you want to go. There are cases all the time in workplaces where this attitude still exists. I was reading a piece in *Fortune* recently about the difference in employee evaluations and in the language that is used in them.

Karahanna: I saw that . . .

Bennett-Alexander: Part of the research included in the *Fortune* piece was based on the gender of who was doing the evaluating; thinking that if it was a female, she wouldn’t be

engaging in the same behavior that has the same negative impact as males. But they found little difference based on gender. The results make perfect sense if the folks signing your checks are males telling you that you have to cater to what they want.

But the language used to characterize the female employees in the evaluations was so different than the language in male employee evaluations — and all of the evaluations were good overall. Still, there was always far more nega-



KARAHANNA

tive language in the evaluations of female employees (79 percent) compared to male employees (27 percent).

Jacqueline Hammersley: And assertive women are characterized as “abrasive.”

Bennett-Alexander: Exactly. That word was used a lot in those evaluations. If you get the women in there and they are doing what they are supposed to do, they get punished. Eventually, it shows up in their career progression, because when you look at the language in their evaluations it doesn't make you think, *I want her to take this next step.*



HAMMERSLEY

There were studies done that looked at workplace performance and likeability. For males, performance and likeability were positively correlated. For women, they were negatively correlated. If you do well as a woman, you're less likeable and if you do well as a man you're more likeable.

Bennett-Alexander: Bringing in diversity of gender, race, sexual orientation, and national origin is nice. But the big piece is making sure that the environment where they work will help them thrive and be all that you thought they could be.

Hammersley: It also helps to have role models and mentors, people ahead of you who have been successful and interested in going out of their way to show you the ins and outs and the pitfalls that you may encounter that might not be obvious to you. It can make a difference in the trajectory of a career.

Shropshire: Do you all have female mentors?

Karahanna: I have mentors who I like, but they are not female.

Hammersley: I have close friends who are women in this field and I have senior female colleagues who are very interested in being good mentors. But probably the best mentor for me early in my career was a male colleague in my department. He has always made sure that I knew the ins and outs — and that was really valuable.

Pagnattaro: Learning to navigate the landscape is critical.

Karahanna: Did you know that 57 percent of men negotiate their initial salary, but only 7 percent of women do?

Bennett-Alexander: And if they do negotiate, they tend to stop sooner than men do.

Pagnattaro: Part of it is also the cues given to men. Women get cut off more. Sheryl Sandberg's book *Lean In* talks about the concept of one more question, and how men will keep their hand in the air to ask a final question.

Bennett-Alexander: Acculturation has an impact. It is so different for males and females growing up, and a lot of it manifests later in our work life. If you've participated in sports, especially team sports, and you've had the continuous opportunity to lose and try again, it helps create a very different mindset towards handling rejection, developing thick skin, and persevering.

A guy has an advantage going in with that thick skin because he's had to do it so often — and in ways that women didn't. It's not that women don't want to do it; the opportunities aren't always presented in the same way. When you take women who played sports or competed in some way, you end up with a very different dynamic than those who didn't.

Shropshire: I hadn't thought about the team sports element. I often see this manifest in a different way. I assign case studies in my strategic management class. If we were to quantify the amount of information each gender needs before they are willing to make a decision, I'd estimate men need around 60 percent while women need way more — they often want to collect perfect information before deciding, and there is no perfect information. There's always ambiguity and uncertainty, and this tendency can hold someone back from speaking up at the table.

Karahanna: What are some strategies for women to have greater success being seen and heard?

Pagnattaro: This is a problem. I had a female student with an internship at an accounting firm who



PAGNATTARO

was supposed to do a presentation with four guys — and they consistently cut her out of the conversation. They had her doing secretarial-related work. What she found most distressing was the sexism among people her own

age and how little she thought the world had changed.

Bennett-Alexander: Yes, because they believe that all the people who keep thinking that way are going to die off and it's going to be a perfect world.

[Laughter]

Pagnattaro: I actually thought that years ago, but it hasn't happened.

Karahanna: One of my former students had a similar experience working in a technology department. There would be a group meeting and they would come up with solutions to a problem. When she would say something, she'd be ignored. Then the male colleague would say the

same thing two minutes later and . . .

Hammersley: Great . . .

Shropshire: Great . . .

Bennett-Alexander: Great . . .

Karahanna: Great idea!!!

[Laughter]

Pagnattaro: And that's when I say, "I said it 10 minutes ago."

Hammersley: Do you say that?



SHROPSHIRE

Pagnattaro: I have.

Karahanna: I do the same.

Hammersley: I know women who have said in the past that in these situations they could have stood on the table and shouted their answer and they wouldn't have been heard.

Karahanna: Then the question is . . . what do you do at that point?

Hammersley: If I were in the room observing the woman being cut off, I would start by coaching her after the fact about how to avoid that in the future. You do have to stand up for yourself — and it doesn't always come naturally. If that isn't enough, I'd try to help her out the next time. But this requires having someone in the room that notices. It doesn't have to be a woman, just someone with some authority who is willing to address the situation.

Shropshire: There is some research on critical mass in boardrooms. You need — not proportionately, just the number — three women to be able to tap into some of the benefits of gender diversity when brainstorming

and discussing strategic decisions. It's the same number whether you have a board of 8 or a board of 20.

Pagnattaro: What advice can we give to women who are about to graduate from business school?

Shropshire: Find a female mentor or someone in a role you aspire to one day, and try to develop a relationship in order to learn about those additional, unexpected career roadblocks.

Pagnattaro: Find someone comfortable with where he or she is. Some people ahead of you can be insecure and dangerous. I have seen instances where a manager — a man or a woman — tells his or her associates, "I have pulled up the ladder behind me."

Hammersley: I've been lucky that the senior mentors around me are not from the "pull the ladder up" school of thought. A good mentor, regardless of gender or background, is interested in your success.


Karahanna: Someone you feel comfortable in confiding, telling them what's going on with you and your life, and capable of advising you.

Pagnattaro: Especially if you're dealing with a tricky situation and you're not sure how to handle it. And be aware that what is appropriate to expect is different for each potential mentor. There are different levels of mentoring.

Bennett-Alexander: I hate this question [Laughter]. I always do, because my heart just hurts for what I know they'll see. UGA can be a very nurturing environment. Students tell me how classrooms can be very politically correct — and then they go out and get hit with the stuff that we talked about.

My first piece of advice is really work your butt off and know that you're going to have to do so, because you're just not perceived the same way. Hang in there and have really tough skin, because you're going to be knocked down at least a few times if you're doing anything right.

I try to make them aware in class that this behavior still exists — and when it happens, don't take it personally, don't absorb it, and don't let it dissuade you from participating at the same level you were before it happened. You are not the only one this is happening to — the picture is a whole lot bigger than you are.

That alone — knowing it's coming — can blunt the effect, rather than being absolutely blindsided by it, especially when you had no idea whatsoever it was coming and thought all of that stuff was over. 

The full text of this faculty roundtable has been transcribed and is available online at: terry.uga.edu/gender-roundtable.

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Seven alums whose careers bear watching

Their business addresses encompass more than 5,300 miles

— from San Francisco, where **Kelly Frailey (MBA '09)** devises marketing strategies for Facebook's burgeoning travel business; to London, where **Laura Brightwell (BBA '89)** keeps tabs on European governmental relations for Coca-Cola Enterprises. In Dallas, Texas, AT&T executive **Debbie Storey (AB '80, EMBA '06)** oversees diversity and talent development for a company that has earned a perfect score of 100 on the Human Rights Campaign's Corporate Equality Index for 10 consecutive years.

Close to home in Atlanta, **Diane Bloodworth (BBA '82)** crashed the male bastion of fantasy sports with a competitive analysis company that tells fantasy addicts which players to draft. Some Atlantans know **Barbara Hampton (MBA '06)** from her tenure as chair of the State Board of Education, but she's even more valuable to Georgia as SVP/CFO of the Georgia Transmission Corporation, where she has nearly tripled the assets of the statewide power cooperatives from \$740 million to more than \$2 billion.

In New York City, NBCUniversal SVP **Vicki Brinson Williams (BSEd '95, MBA '00)** faced the unenviable task of "trying to change the tires on a moving car" when Comcast bought the company from GE, forcing Williams and her team to create new everything — from HR systems to compensation programs to retirement plans to performance reviews processes. In our other New York profile, *TM* readers will get to know young entrepreneur **Tracey Van Voorhis (BBA '07, BSFCS '09)**, who was inspired to create a company out of tragic circumstances when she began devising fashionable head scarves for her mother, who was suffering from cancer and had lost her hair during chemotherapy.

Fantasy woman

Diane Bloodworth (BBA '82) is President and CEO of Atlanta-based Competitive Sports Analysis.

Behold! Fantasy sports! A riotous subculture of loud male jocks in street clothes, glazed eyes on multiple TV screens, devices in one hand as the other wipes away suds and reaches for more hot wings while feverishly tracking the heroics of Manning, Brees, and Rodgers . . .

Hey, what's a nice lady like Diane Bloodworth (BBA '82) doing in a place like this? Winning, that's what.

In 2010, Bloodworth founded Competitive Sports Analysis, a tech company built from the turf up to give sports fans strategic information about players and teams.

Call it predictive data. You've seen something like it in the book/movie *Moneyball*. Predictive data takes information from multiple sources, then blends and analyzes it to predict performances and outcomes.

Bloodworth's first entrepreneurial product along these lines, scoutPRO®, launched in 2011. It brought revenue from fantasy footballers keen to find pay dirt in their fantasy leagues. Bloodworth gave them Monday morning bragging rights.

How will former Bulldog receiver A. J. Green fare against a feeble New Orleans Saints defense? How likely is former Georgia quarterback Matthew Stafford to complete more than 25 passes against the Chicago Bears?

Mix known facts into Bloodworth's CSA software program, blend with the right algorithm, then pour up an accurate prediction 60 percent of the time. It's a better ranking, according to CSA, than Time Warner's or *Sports Illustrated's* or FOX Sports' . . . or even NFL.com's.

"Our vision is simple," says Bloodworth. "We want to put game-changing data in the hands of as many sports fans, decision-makers, and influencers as possible."

Make no mistake, she plays to win in a man's world. (At the first fantasy sports conference she attended, Bloodworth found only three women . . . and one was the event planner.) And make no mistake, she holds her own.

"I don't try to be one of the boys," she says. "I'm not. It's more important to be respected, credible."

Nancy Whatley (BBA '81), vice president of entrepreneurial development for the Atlanta Chamber of Commerce — and Bloodworth's Zeta Tau Alpha sorority sister at UGA — explains why Bloodworth has credibility.

"Diane gets immediate respect because she commands the facts," says Whatley. "She acts like a CEO,



Bloodworth started her career in one male-dominated field (air traffic control) and now makes her living providing predictive analytical data to denizens of the mostly male fantasy sports business.

and she has a successful track record. On top of all that, she's got a great idea. It gets attention."

Bloodworth could always mix it up with the boys.

On her family's 80-acre farm in Flintstone, Ga., near Chattanooga, she played ball in the front yard, wrangled beef cattle through pastures, lugged bags of ice for one of her dad's businesses, Tennessee Valley Ice Company. Her dad, a model entrepreneur for his daughter, also ran a country grocery store and other ventures.

Her mother taught her the proper manners of Southern belle-dom . . . with a twist.

"My mom told me you can do whatever you want," Bloodworth says. "She taught me to never underestimate the power of a woman."

At Terry, Bloodworth added business blocking and tackling to her playbook.

"I majored in finance," she says, "because I read somewhere that more CEOs majored in finance than any other subject."

She jetted out of Georgia into another male-dominated field: air traffic control. Bloodworth worked nine years in Miami with IBM, installing and maintaining air traffic control systems. She learned computers and software. She also earned an MBA in her off-hours, once finding herself in a class on entrepreneurship paired with a star college running back. It occurred to Bloodworth right then and there that some sort of predictive tool for sports might have revenue potential. She held the thought for years.

In 1994, she started her own business, Bloodworth Integrated Technology, in the Washington, D.C., area. The firm consulted on IT processes and grew to 25 employees. Bloodworth sold in 2003, then came south to Atlanta in the employ of a consulting group.

“I was miserable without my own business,” she says.

In 2010, she launched CSA with a prototype analytical tool designed to help coaches game plan. The software ran into a Catch 22: coaches were intrigued, but they wanted proof the tool worked. Bloodworth couldn’t prove it worked until coaches tried it.

She pivoted slightly, creating scoutPRO. This time, her timing went better. The National Football League strike of 2011 opened the airways a bit, and timely press releases caught the attention of media. Soon, sales got a pulse. Revenues came in.

“I now have a Ph.D. in cash flow,” she says. “Along with the foundation I got from family and Terry.”

Bloodworth now offers scoutPRO NFL and MLB products, analytic tools for coaches who want to assess athletes, and she recently launched a fantasy fact ticker for TVs in sports bars and other venues. CSA is running for daylight, lots of open field ahead.

Bernice Dixon, president and chairman of Atlanta Technology Angels, the nation’s fourth largest angel investment group, sees so much potential in Bloodworth that she serves on CSA’s board. She even holds a personal equity position.

“Diane might be five-foot nothing, but she packs a big punch,” says Dixon. “She’s a big thinker. She doesn’t know how to fail.”

— Charles McNair

Hands across the water

Laura Brightwell (BBA ’89) is Senior Vice President, Public Affairs and Communications, for Coca-Cola Enterprises in London.

Laura Brightwell has lived in London since 2011, but the Savannah native never feels too far from home. Brightwell (BBA ’89) holds three properties in Georgia, including a mid-1880s Victorian family place in Madison that she and her sister are currently renovating. She flies home to Atlanta once a quarter, and she keeps a tight hold on her Terry ties.

She serves on the Alumni Board, the Terry Gala auction committee, and the Professional Women’s Conference planning committee. She contributes annually to the *Building Terry* Coca-Cola courtyard campaign. She



Brightwell works for a company where four of the 12 board members and two of the seven-member leadership team are female. Her stewardship has resulted in environmental awards for Coca-Cola Enterprises.

has spoken several times to students studying abroad in the Oxford University program, and this year she hosted Terry students in that program at CCE’s headquarters in London, leading them on a tour through a manufacturing facility.

Home ties never restricted Brightwell’s dreams.

“I always had a yearning to understand other countries,” she says. “I’m quite optimistic and very open to new ideas.” Her adventurous nature, in fact, brought her to Terry. “My mom was a schoolteacher. My dad passed away when I was young,” she says. “I didn’t have a lot of business background. Terry was a leap of faith for me. It opened my eyes. I never knew the concept of international business and international finance before going through my major classes.”

Brightwell’s role as a member of the top leadership team at CCE means she keeps up relations with governmental bodies in Europe, quenches any issues that flare up, and stewards sustainability initiatives. She also manages internal, external, digital, crisis, and executive communications strategies.

She handles it all as a single mom with an athletic, Gen Z, 14-year-old son. She travels with Crawford many weekends to baseball games on the continent. She hopes to get her son back to Georgia, or at least the states, for his college years. “I think it would be terrific,” she says, “if he could maintain his roots and also celebrate the larger world.”

Brightwell might well be describing herself.

Her junior year, Brightwell studied abroad at Hollins College in Paris. (She minored in French at UGA.) The international bug bit her hard. “After college,” she says, “I wanted to work with Coca-Cola in France.”

She would live this dream, but it took a few twists and turns.

In 1988, Brightwell interned for Georgia’s 1st Congressional District Representative Lindsay Thomas. Her work earned her a full-time staff offer, and she spent two years in Washington, D.C.

The bright young aide caught the attention of Coca-Cola Enterprises, and in 1990 CCE made Brightwell an offer. She returned home to Georgia and in Atlanta began job “morphing,” as she puts it, moving up the corporate ladder through positions — manager, senior manager, director, vice president — of bigger and bigger responsibilities.

She reached the proverbial glass ceiling, corporate upper management, in October 2010. And crashed right through it.

“I took the new job [senior vice president, public affairs and communications at CCE] in 2010, but I wanted Crawford to graduate from elementary school where he was,” she says. “So I traveled every other week for a year to Europe.” They moved in 2011.

Bill Douglas (BBA ’83), CCE Executive Vice President of Supply Chain, works with Brightwell. “She’s been terrific here,” says Bill. “She has very high energy. She’s very passionate. She believes in her craft, and she believes in her brands.”

Brightwell also champions heartfelt causes like sustainability leadership. “Both my mother and father graduated from UGA,” she says. “They instilled a strong sense of love for nature and valuing and conserving the resources around us. It’s a privilege to work for a company that embraces sustainability and actively instills these values across our company.”

Under her sustainability leadership, CCE has reaped a number of environmental awards . . . and Brightwell has created a better team as well. “The world is changing,” she says. “I see change as a positive, a way to breathe oxygen into situations. The ways you embrace change builds effective teams. That also depends on how you articulate a vision so people can see the path ahead even though the path might not be clear.”

She takes pride in lighting a path for promising young females too.

Brightwell works for a company that is dedicated to achieving gender equality. At CCE, four of 12 board members are female. So are two of seven members of the

executive leadership team. The company sets a standard; England recently mandated that top companies have 25 percent female board membership by 2015.

“There is hard work ahead to improve gender disparity,” Brightwell told *Profiles in Diversity Journal* in 2012 after receiving magazine recognition for efforts on behalf of workplace equality. “But I am hopeful and proud of the companies who are setting the bar high and offering opportunities that encourage the advancement of women in the workplace and boardroom.”

— Charles McNair

Facebook travel driver

Kelly Frailey (MBA ’09) is Client Partner, Global Marketing Solutions, at Facebook in San Francisco.

In a very real sense, Kelly Frailey (MBA ’09) was born to be a marketer. Her father is Florida advertising executive Fred Frailey, and as an infant she debuted as “The Winter Park Baby” on posters for Winter Park Memorial Hospital, one of her father’s clients. Her mother Peggy, also a UGA grad, is a former communications professor who ran a company, sold it, and now consults with executives and lawyers on speeches, depositions, and arguments.

Growing up with three sisters on the outskirts of Orlando, Frailey of course visited nearby Walt Disney World, although “we weren’t out there every week like most people envision,” she says. And from a tender age, because of her parents’ professions, she had a different view of the fantasy world she found there.

“A lot of family friends were in management roles on the business side of things,” she recalls, so the Fraileys got an insider’s view of how things worked at WDW.

She went to Southern Methodist for her undergraduate degree in marketing, and when she started looking for an internship her parents pointed out that “one of the biggest Fortune 500 companies in the world is in your backyard.”

“Disney has a longstanding history of hiring college interns,” says Frailey, who worked at Disney in the marketing department “every summer and Christmas all the way through college,” and began to think of it as family. “It was a great gig,” she says. “I met so many people and loved the company. It was a win-win for both of us.”

She stayed with Disney, moving to Burbank to work in worldwide public affairs, crafting positions on government issues and crisis communications.

“I wanted to be where Bob Iger sits,” she says of Disney’s CEO, “at the hub of the organization to see



Frailey loved her job devising marketing strategy for Disney Vacation Club's multi-billion-dollar time share business, but couldn't pass up the chance to drive bookings for Facebook's burgeoning travel enterprise.

how it operated first-hand.” In a culture that “encourages mentorship,” she received valuable insights and connections from many strong mentors at Disney.

Regarding her future, she knew two things:

a.) She would eventually need to leave Disney in order to return to the company at the level she wished to achieve, and b.) She would need an MBA.

Admitted into every program to which she applied, she chose Terry at her family's urging.

“Terry professors are invested in their students and helpful in placements,” says Frailey, “It's a great network. I knew I could learn the basics I needed to in an 11-month program, so I could get back to work. I even got a small scholarship. I graduated and thought I would move to Atlanta. I interviewed at Coke and Chick-fil-A — and was interested in both companies.”

However, the economy was in the tank, and Frailey says she kept hearing, “You're a great fit, but just hold on” until the companies could start hiring again.

When she least expected it, a former Disney boss circled back to her with a great opportunity: Disney would be launching a new cruise ship — its first in 15 years. She needed a special events manager to coordinate all press events, and to travel back and forth to Germany while the ship was being built.

“It was the largest investment the company had made in years,” says Frailey, “and I was able to help launch the Disney Dream to the public.”

When the economy improved, she went to her boss and said, “I'm ready to go into brand management.”

Heading up the marketing strategy for Disney Vacation Club's multibillion-dollar time-share business

aboard the Disney Cruise Line, she began delving into consumer insight analytics.

A college network connection arose at Facebook via Frailey's former roommate and fellow SMU dance team member Stephanie Sandbo, who brought up her name at a meeting. Sandbo's boss needed someone to help with Facebook's newly formed travel vertical — helping travel brands devise marketing strategies on Facebook.

Says Frailey, “Stephanie and I used to dream about the ‘Let's move to New York and work on Madison Avenue and have meaningful careers’ kind of thing.”

Frailey flew to San Francisco for the interview and on the flight home she immersed herself in Facebook COO Sheryl Sandberg's bestseller *Lean In*, wondering all the while if she got the job. She did. From account manager, Frailey climbed to client partner and now guides executive level travel clients such as Walt Disney Parks & Resorts, Priceline.com Inc., Airbnb and Yelp on how to meet their business goals through Facebook by creating strategic partnership plans.

Describing her role, she says she will tell a client, “I read your 10K and understand your core challenges. Let's talk about how Facebook can help you. In travel, if your goal is to drive bookings, here's how we achieve that on Facebook.” Her role is focused on data-driven strategy, leading the long-term partnership discussions.

“I love it,” she says. “Facebook is growing at such a rapid pace. In my opinion, it's the best marketing channel out there. You're speaking directly to real consumers across devices. If you want to reach moms 25–54 in particular cities who are in the market for a vacation, we can find those people for you.”

Does that mean she's given up her dream of returning to her Disney “home”?

“That's a tough question,” she says. “Facebook has become an equivalent home. People are humble, incredibly smart, and motivated to do excellent work. Being part of a culture like Facebook is such a privilege. Disney and Facebook are both forward thinkers that inspire our culture. Ultimately, a senior-level marketing role, such as CMO, is my aspiration. I'm still building my toolkit, so when the time comes I'll have the right skill set.

“I just feel really fortunate for the opportunities and the education I've been given. A lot of different people have offered me help and perspective, which I have taken to heart. It's that constant feedback loop, coupled with searching for ways to grow and challenge myself, that has gotten me to where I am today, and to what I believe will propel my future.”

— Krista Reese (MA '80)

Power source

Barbara Hampton (MBA '06) is Senior Vice President and CFO of Tucker-based Georgia Transmission Corp.

Don't let Barbara Hampton's soft side fool you.

Yes, she makes “a mean tomato pie” and also “a mean gumbo.” She’s a quilter, too. Even makes her own personalized greeting cards.

But Hampton (MBA '06) also knows her way around a shotgun and loves to blast clay targets out of the sky. She designed her own house. And she can quote chapter and verse from a thick regulatory binder on her desk at Georgia Transmission Corporation headquarters in Tucker where she serves as SVP/CFO. Under her guidance, the assets of the statewide power transmission cooperative have nearly tripled, from \$740 million in 1997 to more than \$2 billion today.

Twice, she’s been a finalist for the CFO of the Year Award, a prestigious honor given annually by the *Atlanta Business Chronicle*. She is, in other words, a high-voltage power player in Georgia.

“Barbara is tough as nails,” says Michael Patrick (BBA '03), chairman of Terry’s Young Alumni Board and a Hampton mentee. “But she brings this human element to relationships and always wants to know you as a person. She gives much more than she gets. She thinks it’s her duty to pull people up. She changed my life.”

As an officer at GTC, Hampton helps lead the efforts of several hundred employees who manage the power grid for 38 electric membership cooperatives. These agencies keep more than 4 million Georgians in business.

As president of Leadership Georgia in 2010, Hampton tackled a problem that is much discussed, but rarely addressed. She brought high-potential citizens from the two Georgias — rural and urban — together under a “Growing A Global Georgia” theme. Rising leaders from these two geographies bonded as they eye-witnessed one another’s worlds and discussed challenges unique to each. The class toured onion fields in Vidalia and climbed aboard MARTA, Atlanta’s urban rail system.

“They came away,” says Hampton, “with more mutual respect for one another.”

Hampton’s statewide leadership led to Gov. Nathan Deal appointing her to a seven-year term on the State Board of Education, which she chaired from 2012–14.

“Georgia is making some big changes in education — moving from a highly *qualified* teacher to a highly *effective* teacher,” says Hampton. “That’s a big difference.”

Some of the initiatives Hampton and the state board

are overseeing include a statewide data network that will make student records readily available to both teachers and parents — enabling them to see what specific concepts students may not be grasping in the classroom and providing tools to help students progress, plus a set of career pathways to allow students to explore all kinds of professions.

“How Georgia performs in education has a dramatic affect on economic development,” says Hampton. “And economic development affects how much electrical power we can ship across our lines.”

As an undergraduate at the University of Louisiana at Monroe, Hampton was president of both Phi Mu and the campus Panhellenic organization. Her college experience proved so rewarding, in fact, that after graduation she didn’t want to give it up. In a move that would foreshadow the boldness and people skills she would exhibit in later years, she went to the university president and talked him into creating a job for her.

“I went all over Louisiana, Arkansas, Mississippi, and Texas recruiting high school students to come to Louisiana at Monroe,” she says. “It was a blast.”

Hampton majored in accounting, and in 1984 took a job with an accounting firm in Monroe. She audited rural telephone companies, a job that pointed in a straight line to the work she now conducts supporting rural utility cooperatives in Georgia. She also married her high school sweetheart Randy in 1984. They moved to Atlanta, where they still live, now with two daughters.

Hampton helps lead the efforts of several hundred employees who manage the power grid for 38 electric membership cooperatives that keep more than 4 million Georgians in business.



Hampton enrolled at Terry later in her career, already secure in her position and skills. (“Once you know how rates work, you’re golden,” she says, quoting a lesson from one of her own mentors.) She feels Terry’s most valuable contribution came in the classes on negotiation.

“You are always — always — negotiating in the transmission business,” she says. “Also, Terry connected me with a lot of business leaders. Terry is an instant connection in Georgia.”

One of those connections, Dale Threadgill, founding dean of the College of Engineering at UGA, met Hampton through Leadership Georgia. As adviser to the organization, he had a close view of Hampton and the spark she offers. “Outstanding leadership traits,” Threadgill says. “She’s very effective at handling boards of directors and key committees, providing them guidance and keeping them on track, listening and delegating.”

Threadgill adds, “I’ve been on boards where discussions were interminable and decisions nebulous. With Barbara’s leadership of an organization, whether it’s a corporation or a board, you made progress and you accomplished goals. And everyone in the room always felt like *we* did this . . . not *Barbara* did this.”

— Charles McNair

Engagement agent

Debbie Storey (AB ’90, EMBA ’06) is Chief Diversity Officer and Senior Vice President of Talent Development at AT&T in Dallas.

Name a business unit and Debbie Storey has led it. During her 31 years at AT&T, Storey’s leadership has spanned manufacturing, engineering, sales and sales support, distribution, real estate, and supply chain. However, it’s her current post as AT&T’s chief diversity officer and senior vice president of talent development that stokes her passion for employee engagement.

Storey (AB ’90, EMBA ’06) heads the diversity and inclusion effort for an organization with a sterling track record. This year marks the 10th consecutive year that AT&T has earned a perfect 100 on the Human Rights Campaign’s Corporate Equality Index.

The senior VP tells *TM* how companies misunderstand the notion of workplace diversity, she shares best practices to create an inclusive workforce, and also gives career advice to those about to enter the marketplace.

TM: Are there fundamental misunderstandings about diversity in the workplace?

STOREY: Companies and leaders often make the mistake



During her 31 years at AT&T, Storey’s leadership efforts have spanned manufacturing, sales and sales support, distribution, real estate, supply chain — and now diversity and talent development.

of thinking diversity is about the numbers, the mix, and what the workforce looks like. It’s about so much more than that.

It’s about leveraging that diversity — making sure every team, every corporation, and every table includes that diversity of thought, background, and experience, as well as its traditional aspects of race, gender, sexual orientation, and national origin.

Diversity and inclusion cannot be owned by a diversity officer and a diversity staff. If a corporation creates a diversity organization that owns all of the responsibility, then the business unit constantly says it’s their job. You have to create an infrastructure where the business unit owns it and the people in that business unit must have the passion and accountability to drive the cultural change and make the right things happen.

TM: What are best practices to achieve a diverse and inclusive organization?

STOREY: Companies have to realize that creating a culture of diversity and inclusion is not just an altruistic thing. Business research shows it’s an indisputable fact that diverse teams outperform homogeneous teams. You’ve got to get that message across to the company so it understands and values the real meaning of diversity so there is a true case for it.

And then there has to be measurement and accountability. We all say this in operations: What gets measured gets done. Even in a corporation where the leader is passionate about diversity and inclusion and the culture is one where everyone feels they can be themselves, you still have to hold people accountable and measure, or it will not be the thing that gets done.

TM: Any advice to students embarking on their careers?

STOREY: People are the key to success. I don't care for the word "networking" because it is overused, but you can't get things done without a diverse network of people. In addition to your peers, you need to have relationships with people in positions above and below you to get things done in the right way.

Don't be the manager who watches things happen. Nail your job and then look around and see what else needs to be done.

Also be prepared to take risks. A life well-lived is a life where options are explored, and it means taking risks and learning what doesn't work. This particularly applies to women — and I'll use my perspective.

I thought my job was to take care of the people I was leading and to deliver the results that I was on the hook for. I didn't realize that a part of managing my career was picking my head up, getting a broader perspective, and forming a network across the business.

I did it in hindsight, but looking back I was lucky I did. Women tend to be very "heads-down." They believe someone will notice and decide where they're needed next.

This leads to the fourth piece of advice: Ask for what you want. Frequently someone comes to me and says, "I would have loved to have that job that was just filled." And I say, "Why didn't you tell someone? How else do you think anyone would have considered you?"

Keep your mind open and tell people what you want.

— Matt Waldman (AB '96)

Robin Hoods

Tracey Van Voorhis (BBA '07, BSFCS '09) is Founder and CEO of New York-based Robin Hoods.

Her pixilated image pops into focus on Facetime:

A young woman with a youthful grin, her dark curls peeking stylishly from a blue-and-white cotton hair wrap that is halfway between headband and turban.

"It's the Paige in Montauk blue," Tracey Van Voorhis explains, wearing one example of the product that has boosted her company onto the pages of *The New York Times* and London's *Daily Mail*. The wrap seems the perfect solution for anyone who has wondered how to deal with "hair hardship" and still remain presentable. "I have thin, greasy hair — a tangled rat's nest," says Van Voorhis (BBA '07, BSFCS '09). "That's why I love these. I don't have to wash my hair every day."

Finding her niche in the world of fashion has put a

smile on Van Voorhis' face. But her company, Robin Hoods, has a more complex and serious history, its birth both joyous and painful.

"It was a kind of kismet, from a really sad thing in my personal life," she says, the story no less difficult for having told it often: She invented the line of head wraps and turbans when her mother's chemotherapy for brain cancer caused her to lose her hair. (The company is named for Gail Robin Van Voorhis.)

"Fashion was my first love," says Van Voorhis, who was a Leonard Leadership Scholar at Terry. Her first internship, with Chanel, gave her insight into the business of "luxury, but with business and marketing."

Later, she would "fall into" a position at J. Crew. "I always admired Mickey Drexler," she says of the J. Crew CEO, a former Gap executive who made the brand an icon. "That was a really intense three years — the way he interacted with different colleagues and made it all work so seamlessly. He is someone who gets the big picture, but is also really into the details. That made me fall in love with the idea of being a generalist."

Perhaps those roots first took hold at home, where

Van Voorhis named her company after her late mother, Gail Robin Van Voorhis. A Kickstarter campaign exceeded her goal of \$25,000 and media coverage includes *The New York Times* and London's *Daily Mail*.



SPECIAL



she, her divorced mom, and three sisters forged a bond based on unity and self-reliance. “After my senior year in high school, it was just us five girls . . . and constant chaos, as you can imagine,” she says. “The Little Women, we always called ourselves.”

Her mother, who went into real estate after her daughters left home, was “super-involved in our lives,” says Van Voorhis. So they all fell into taking care of her when she was diagnosed with stage-four brain cancer in April 2012.

After chemotherapy took her mother’s hair, says Van Voorhis, “she didn’t want to wear a wig and didn’t know what to do. My mom was never super-inclined in terms of hair and makeup, but she was really cute and liked to dress well. Honestly, I found nothing to help her out — just a lot of terrycloth caps, appliquéd and embroidered.”

Van Voorhis found a seamstress, and started experimenting with a few things she thought might work. “I wanted her to feel good so she could face this diagnosis head-on — and the more I got immersed in the cancer community, the more I found this was a common thread. It’s a tough community to serve — some feel you’re trying to exploit a group that’s been dealt a tough hand. It was difficult to navigate sensitively. I wanted something that doesn’t make people stare and invade a person’s privacy with ‘Are you going through chemo now?’ There’s a huge gap there.”

Driving her mother home to Atlanta from treatments at Duke, Van Voorhis put together a timeline for how to create a business that could respond to her mother’s misfortune. Once the product was right, she scheduled a meeting with Drexler. (“He gave me great advice. He was phenomenally helpful.”)

The next step was to launch both the Robin Hoods website (with help from her personal IT consultant, fiancé Andrew Walther) and a Kickstarter campaign.

“The start right out of the gate was unbelievable,”

says Van Voorhis. “The middle part was stressful. I think I lost half my own hair during that process . . . then that wonderful rally. People from all walks of life participated — some of them complete strangers who donated \$1,000 and said, ‘We’re really moved by what you’re trying to do.’”

The Kickstarter campaign exceeded her \$25,000 goal in less than a month, and she heard from a number of grateful women — some with other issues like alopecia and lupus. The fashion press took notice too, for the wraps’ style alone. “The way I coped with my mother’s condition,” says Van Voorhis, “was having something to channel my energies to keep from sinking.”

But her mother’s condition grew worse. Robin Hoods launched on May 8, and eight days later her mother passed away. There was some small consolation: “I was able to show my mother the website when she had some moments of clarity and lucidity.”

Van Voorhis and her company forge on, filling a need with both style and grace that seems to have struck a universal chord. Her advice to young entrepreneurs:

“The thing with starting a business is that you put a lot of pressure on yourself. That’s something I’m still sorting out. But things will happen in the right time. The purpose connects with the planning. You connect the dots going backward.”

— Krista Reese (MA ’80)

Live from New York!

Vicki Brinson Williams (BSEd ’95, MBA ’00) is Senior Vice President, Compensation, Benefits & HRIS for NBCUniversal in New York.

Her lifelong dream job wasn’t adding up

for Vicki Williams. “All I ever wanted to do my entire life,” says Williams, “was be a high school math teacher . . . until I did it.”

Williams (BSEd ’95, MBA ’00) taught for three years. She holds teachers in the “greatest admiration,” she says. But unlike when she went to high school, she found that students held little respect for authority figures. “As a young woman who was only three years older than some of my students,” she says, “it was a very tough job.”

The Dunwoody native left one classroom for another. With encouragement from boyfriend Scott Williams (MBA ’98, JD ’00), who is now her husband, she enrolled in Terry’s MBA program.

“Business school gave me a new outlook on my



SPECIAL

Williams oversees compensation and benefits for more than 20,000 NBCUniversal employees. “What makes it challenging also makes it fun,” she says, “because our company is so unique and diverse.”

capabilities and my potential,” says Williams. “I developed my own opinions and felt empowered to try new things. Substantiated confidence is a powerful trait. It allows me today to effectively lead a team, successfully influence stakeholders, and efficiently drive results.”

Williams thought she’d remain in Georgia, but a Connecticut job interview with Towers Perrin brought an offer. In 2000, she moved to Stamford, completely alone, to put her MBA and her math skills to work for the human resources and financial services giant.

Williams planned to return to the Atlanta offices of her new company. Then Scott, by that time out of law school at UGA, suggested they move to New York. Williams transferred to the Manhattan Towers Perrin offices, where she made principal/partner in 2008, working directly with CEOs and compensation committees at high-profile companies, especially in the entertainment/media industry.

At the time of Comcast’s purchase of NBCUniversal from GE in January 2011, Comcast lured powerful Time Warner executive Pat Fili to NBCUniversal. She contacted Williams about a job, and pieces fell into place. In May 2011 Williams walked into 30 Rockefeller Plaza (yes, that 30 Rock) as NBCUniversal Senior Vice President, Compensation, Benefits & HRIS.

Her first year on the job made calculus seem easy.

“The saying, ‘trying to change tires on a moving car’ is an understatement,” says Williams. “GE had run everything HR-related for NBCUniversal. Now we had to detach, design, build, implement, and communicate new everything — from HR systems to compensation programs to retirement plans to performance review

processes. And we had a clock ticking to be independent from GE.”

What didn’t kill Williams and her teams made them stronger. “We feel like we can take on anything now,” she says. They do, in fact.

At an entertainment giant whose stable includes NBC Sports, NBC Nightly News, Universal Pictures, Universal Parks & Resorts, CNBC, MSNBC, and many other brands, Williams leads human resources processes that keep more than 20,000 employees (and thousands more during seasonal spikes) paid, happy, and motivated.

Williams’ primary focus has been ensuring that compensation and benefit programs attract and retain the best talent, as well as building and maintaining HR systems that support employees from hire to retire.

Recently, Williams added HR generalist responsibilities to her current HR specialist responsibilities. In this new role, she and her team are responsible for the comprehensive, day-to-day HR support for NBCUniversal’s 1,000 corporate-level employees.

“What makes my job challenging is what also makes it fun — the people,” she says. “NBCUniversal is incredibly complex because it comprises so many different businesses with unique people who have unique skills. There is never a ‘one size fits all’ solution or approach.”

“Think of the different types of employees we have,” she adds. “Producer for *The Tonight Show*. Director of casting for a reality show. Coordinator of visual effects for a film. A furry character at a theme park. And how about the person who skis downhill balancing a camera during the Olympics?”

Williams doesn’t put on skis to reach her new dream job. She walks to work.

Every morning, she passes the Empire State Building, Grand Central Station, New York Public Library, then *The Today Show* taping. She enters NBCUniversal headquarters at 30 Rock. Her office overlooks Radio City.

Inspiration always lies close at hand.

“Just when I am feeling a little tired,” Williams says, “something NBCU happens.”

“I attend a *Saturday Night Live* taping or a Universal movie premiere. I go to the opening of Harry Potter in Orlando. Or I find myself on an elevator with an actor or actress, a musician or writer. I am quickly reminded how fortunate I am to be part of NBCUniversal.”

Has the former school teacher found happiness? You do the math. “NBCUniversal keeps me energized,” says Williams. “I am part of a company that is outperforming all original expectations. So, yes, I love my job!”

— Charles McNair

Terry women run the gamut



**Lauren Gottung
Acuff**
(BBA '07)
RaceTrac Petroleum
Professional
Development and
Consulting
Learning Specialist

Lauren was a Leonard Leadership Scholar at Terry and she began her career as a consultant for BTS in New York. She returned to the South to pursue a master's in counseling and worked as a substance abuse counselor. She was recognized as a Most Outstanding Clinical Mental Health Student, and she is a National Certified Counselor. Her passion for personal/professional development continued in her work with Performex. In February, Lauren joined RaceTrac Petroleum in Atlanta in the Professional Development and Consulting group.



Ruth Bartlett
(BBA '76)
Frazier & Deeter LLC
Audit Partner

Ruth was the first female partner at Frazier & Deeter (1993), first female president of the Georgia Society of CPAs (1993), and first woman to receive the society's Meritorious Service Award (2010). She received the Distinguished Alumni Award from Terry in 1997 and served on the Alumni Board for more than a decade, including a stint as board president (2005). Ruth's sisters, Linda B. Marett (BBA '75) and Terri B. Vann (BBA '80), are also Terry accounting alumni. Ruth is VP of the UGA Alumni Association, and will become president in 2015.



**Danette Jones
Beck**
(BBA '94)
Marsh
Construction Practice
Leader

Danette has 20 years of construction risk management experience and Marsh is the world's leading insurance broker and risk adviser. The company's southwest partnership has offices in Los Angeles, Newport Beach, San Diego, Phoenix, and Las Vegas — and Danette has consulted on insurance programs for \$50 billion of project values on 40 projects. A chartered property casualty underwriter, she is a U.S. council member for the International Project Finance Association and a board member for the Los Angeles Blind Children's Center.



**Julie Lawrence
Bellem**
(BBA '99)
The Coca-Cola
Company
Senior Executive
Services Manager

Julie is a project and change management leader at Coca-Cola, where she manages HR transactional processes for executives to ensure a seamless and integrated experience. She oversees global end-to-end strategy and governance for executive services. She has cultivated relationships with executives, their financial planners, vendors, and key human resource partners. She spent five years with Accenture, working with pharmaceutical clients. She and husband Matthew are involved with the Susan G. Komen Breast Cancer Research Organization.



**Pam Laurens
Blackburn**
(BBA '90)
Deloitte
Partner

Pam works in DeLoitte's Assurance and Enterprise Risk Services division. She started at Arthur Andersen in 1990, joining Deloitte in 2002. Her experience includes providing services to public and private companies, primarily in the manufacturing, consumer business, and high technology industries. She served on the Tull School of Accounting Advisory Committee, and she is an active member of her firm's recruiting efforts on the UGA campus. Her time outside work is spent with her Terry graduate husband Donnie (BBA '90) and their two children.



**Lisa Read
Blanco**
(BBA '95, JD '98)
Energy Technology
Ventures LLC
General Counsel/
Chief Compliance
Officer

Lisa is general council for Energy Technology Ventures LLC, a joint venture among General Electric, NRG Energy, and Conoco Phillips. ETV invests in the development of next-generation energy technologies. Previously, Lisa was general counsel of Gray Ghost Ventures and also a partner in the corporate practice group of King & Spalding. The Virginia native has continued to serve her alma mater as a member of the Terry College Alumni Board, and she's also serving as chair of this year's Terry College of Business Professional Women's Conference.



Michelle Blue
(BBA '13)
Bené
Co-Founder

Inspired by a trip she took to Ghana during her sophomore year, Michelle co-founded Bené, which is devoted to fashion and to the development and empowerment of young women through education. Through its partnership with Sista Works, Bené provides girls in Ghana with the opportunity to continue their secondary education by sponsoring tuition, books, supplies, uniforms, and fees. While a student, Michelle served as a Terry College Student Ambassador and on the Student Alumni Council. She also co-founded Success Starts Here.



Susan Boyd
(BBA '88)
Consultant

Susan began her career in corporate banking at Trust Company Bank of Georgia in Atlanta, transitioning to human capital in 1998 when she joined Russell Reynolds Associates. She became managing director and led the company's consumer financial services, payments, and financial technology practice for the Americas. In 2014, she established her own executive search firm. She loves helping individuals achieve dreams and organizations maximize potential. Her passion carries over into nonprofit work. She is a member of the Terry Dean's Advisory Council.



**Lauren
Hammann
Bridwell**
(MBA '09)
ACT Bridge Inc.
Director of
Client Success

Lauren is director of client success for Atlanta-based ACT Bridge Inc., a workforce solutions company for large-scale employers. She has a degree in mass communications from Miami University, and she has held management positions at Turner Broadcasting, CNN, UPS, Kaiser Permanente, and Burger King. In 2006, she received the Burger King Corporation Crowning Achievement Award, one of 25 global employees so honored. She is a Terry Alumni Board member, she has served on the MBA and Professional Women's Conference committees.



Betsy Camp
(BBA '74, JD '77)
DF Management, Inc.
CEO

Betsy heads the management team at DF Management, a commercial real estate company. After a stint in public accounting, Betsy received a tax degree from Georgetown and practiced law in Washington, D.C. In 1984, she returned to her family's Georgia-based business, which operated convenience stores, truck stops, and restaurants in nine states. She was CEO from 1992–2000, when the business was sold. She has served on various boards, including the Georgia Department of Industry, Trade, and Tourism, and is a director of Synovus Financial Corp.



**Stacy Ayers
Chick**

(BBA '84)
Mallinckrodt
Pharmaceuticals
Vice President

Stacy is VP of U.S. specialty sales for Mallinckrodt Pharmaceuticals and has spent the balance of her career in the pharmaceutical industry, leading teams in sales, marketing, and market access for Archimedes Pharma, Sanofi, and Bristol-Myers Squibb. A member of the Terry Alumni Board, she received an MBA in finance from Rutgers. Stacy and husband Bill have two sons: Connor, a second-year medical student at the University of Texas Health Sciences Center at San Antonio and a 2nd lieutenant in the U.S. Army Reserves, and Christopher, a senior in high school.



**Alisa Pittman
Cleek**

(BBA '93)
Elarbee Thompson
Attorney

Alisa is an emeritus member of Terry's Alumni Board and she has received the college's Outstanding Young Alumnus Award. Her firm, Atlanta-based Elarbee Thompson, specializes in complex and employment-related litigation, traditional labor matters, arbitrations, and collective bargaining. She earned her law degree from William & Mary, and she has been recognized by Best Lawyers in America, Chambers USA, Georgia Super Lawyers, and *Atlanta Woman* magazine. She has written numerous articles on legal issues in the hospitality industry.



**Wanda Irvin
Deleo**

(BBA '73)
Federal Housing
Finance Agency
Deputy Director

Last year, Wanda was named deputy director of the Division of Conservatorship at the Federal Housing Finance Agency, serving as the central point of contact for all matters related to the conservatorship of Fannie Mae and Freddie Mac. Wanda has taught and conducted research in financial accounting at Winthrop University, Christian Brothers University, University of Houston-Downtown, Georgia State, and Kennesaw State. She is a CPA, having earned a master's in accounting from UCF and a Ph.D. in accounting from Georgia State.



**Ashley Rudolph
Diamond**

(BBA '06)
Procter & Gamble
*Prestige E-Commerce
Leader*

Ashley began her career at Procter & Gamble in 2006 and her current position has taken her and her husband to Geneva, Switzerland, after previous stints in Philadelphia and New York. Her P&G career started in sales, first as an account executive, before she ultimately discovered her true passion lay in market strategy and planning. Ashley was a Leonard Leadership Scholar at Terry, and was recently named to the UGA Alumni Associations's "40 Under 40" class for 2014. She shares news of her travels and culinary adventures on her blog, "A Healthy, Happier Bear."



**Heather Cross
DiFiore**

(BBA '03)
FTI Consulting
Forensic Accountant

Heather does forensic accounting in FTI Consulting's Forensic and Litigation Consulting group. Her duties include calculating damages and testifying as an expert witness in commercial litigation. She also investigates fraud and assists in hostile takeover defense. Heather has become a Chartered Financial Analyst and a CPA. She continues to remain active with the Terry College, most recently interviewing candidates for the 2016 class of Leonard Leadership Scholars. She is an avid scuba diver who took her 5-year-old son to snorkel with whale sharks in Mexico this past summer.



**Susan
McWhorter
Driscoll**

(BBA '85, MMR '86)
Abraham Baldwin
Agricultural College
*Co-Dean, Stafford
School of Business*

Susan never dreamed she'd work for one of the largest marketing companies in the world and create one of the most successful experiential marketing agencies with husband Dill. While at Coca-Cola, she led the team that commercialized the 20-ounce contour Coke bottle, winning a spot on the *Ad Age* Top 100 Marketers. She also led experiential marketing for nine Olympic Torch Relays and four World Cup Trophy tours with her company, ignition. Susan and Dill are co-deans of the Stafford School of Business at Abraham Baldwin Agricultural College.



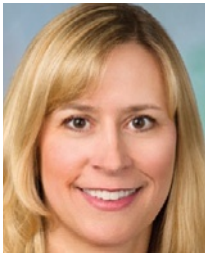
Allison Roberson Dyer
(BBA '90)
Deloitte
Audit Partner

Allison has spent nearly 25 years serving public and private companies in a variety of industries. She leads the Deloitte Growth Enterprise Services practice for the greater Washington, D.C. area, focusing on the unique needs of mid-market and privately held companies. She serves on the Leadership Council of the Washington Area Women's Foundation, which transforms the lives of women and girls. She has also served as the leader of Deloitte's Women's Initiative for the Southeast region, helping the company retain and develop female talent.



Elisha Wade Finney
(BBA '83)
Varian
Medical Systems
Executive Vice President, Finance and Chief Financial Officer

Elisha joined Varian as a risk manager in 1998, was named CFO in 1999 and executive vice president in 2012. She manages a staff of 400 worldwide. Besides her Terry degree, Elisha has an MBA from Golden Gate University in San Francisco. She was honored by *Institutional Investor* with the All-America Best CFO for Medical Devices Award. In 2008, she was a finalist for the Bay Area CACFO of the Year award. In 2005, she was honored by Terry as the Risk Management & Insurance Alumni of the Year. She serves on the Terry Dean's Advisory Council.



Nancy Fischer
(BBA '89)
Pillsbury Winthrop Shaw Pittman
Partner

Nancy leads her firm's 60-lawyer public practice and public policy sections. Relying on her Terry degree in international business and her Syracuse law degree, she focuses on international and corporate law. She advises companies on export controls covering the transfer of goods and technology, counsels companies on regulations regarding foreign investment in the U.S., and assists companies on compliance with the Foreign Corrupt Practices Act. Nancy appeared before the U.S. Supreme Court in the first anti-dumping case heard by the court.



Sarah Alongi Forbes
(BBA '10)
The Colorado Education Initiative
Associate

Having recently earned her MPA from UNC-Chapel Hill, Sarah now works for The Colorado Education Initiative on its research and impact team. After graduating from UGA, she moved to North Carolina to teach high school students through the Teach For America program. While she was in Chapel Hill pursuing her MPA, she worked for Communities In Schools and served as a graduate assistant at UNC-Chapel Hill's Strategic Public Leadership Initiative. During her time at the Terry College, Sarah was a Leonard Leadership Scholar.



Lindsay Reene Howard
(BBA '08)
Moxie
Senior Manager

Lindsay is a senior manager of social media at Moxie, a digitally centered, full-service ad agency — owned by global media giant Zenith — whose clients include Verizon Wireless, The Coca-Cola Company, 20th Century Fox, Chick-fil-A, Nike, and UPS. An Atlanta native and a Leonard Leadership Scholar who received the Journey Award in 2008, Lindsay has also worked as an e-philanthropy coordinator for the Alzheimer's Association. In 2012, she was recognized at the Atlanta Marketing Association Awards event with the "Best Social Media Campaign."



Carmen Herndon
(BBA '89)
Ballard Design
Buyer

After 16 years at Ballard Designs, a home furnishings catalog and retailer, Carmen is now the company's buyer for fabric and upholstery. A Macon native who has lived in Atlanta for more than 20 years, she recently joined forces with Melissa Mistrot and Stacy Fall to open a fab'rik store in the Birmingham, Ala., area. Carmen is also a Buckhead Church host team captain, a sustaining member of the Junior League of Atlanta, a High Museum of Art member, a volunteer for Habitat for Humanity, and a member of the Chattahoochee Road Runners.



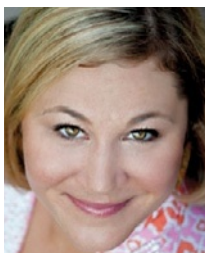
Jamie Peper-Ikerd
(BBA '07)
Tropical Suites Hotel
CEO/Proprietor

Jamie, who will earn her MBA from Vanderbilt in 2015, runs a 21-room boutique hotel in Panama, where she co-founded an equitable micro-financing program. She also serves as strategic planning chair for the Bocas del Toro Chamber of Tourism. Jamie worked as an associate consultant for Bain & Company in Dallas, Texas, and was an investment banking summer analyst for Lehman Brothers in New York. In 2006, she was an intern in the U.S. Attorney's office in Savannah, developing Project Safe Childhood and a gang prevention summit.



Drishti Jain
(BBA '11)
NBCUniversal
Senior Compensation
Analyst

A former Leonard Leadership Scholar and a site leader for Alternative Spring Break while at UGA, Drishti now works for NBCUniversal in New York. During her time in Athens, Drishti served summer internships with various startups and small businesses, was a resident assistant for University Housing, and also a member of Asha for Education, Habitat for Humanity, and the Banking and Finance Society. She is a regular volunteer at Jain Charitable Dispensary and New York Cares, and is an active member of the UGA Alumni Association of New York.



Ashley Jernigan
(BBA '01)
Southern Tots
Founder

Ashley began her career in corporate sales, but became an entrepreneur, founding Southern Tots, a children's clothing brand that got started in her daughter's bedroom. Ashley's business took off when she began selling on Facebook, and she recently relaunched her daily-sale website. Combining Facebook and website sales, Ashley has reached \$8 million in sales since her business began four years ago. She's also been featured on multiple Headline News programs, including "Making it in America" and a segment on "CNN Money."



Anne Karam
(BBA '11)
Target
Senior Specialist

A Foundation Fellow at UGA, as well as a Leonard Leadership Scholar (where she was named A Leader Among Leaders), this Louisiana native specializes in supply chain management for Target in Minneapolis. She previously worked as a business analyst for Target, which has more than 1,800 stores and three dozen distribution centers across the U.S. and Canada. At UGA, Anne was a Deer Run Fellow and a member of Palladia, Blue Key, Order of Omega honor society, and Pi Beta Phi sorority. She also served an internship as a process consultant for Protiviti.



Catherine Davis Knox
(BBA '83)
Terry College
Alumni Board
Member

Catherine worked in banking and real estate in Atlanta before moving to Augusta and devoting her energies to family and community. She oversaw the establishment of the Sacred Heart Cultural Center, which brought all of Augusta's art agencies under one roof. Her volunteer activities include University Health Care Foundation, Morris Museum of Art, Ronald McDonald House, Augusta Symphony Guild. With father-in-law Boone Knox (BBA '58), husband Jeff Knox (BBA '84), and son Jefferson Knox Jr. (BBA '11), she is part of a three-generational Terry family.



Bonnie Cruickshank-Lind
(BBA '81)
Neenah Paper, Inc.
Senior Vice President,
CFO, and Treasurer

Bonnie has been an executive at Neenah Paper for the past decade. From 1982–2004, she worked for Kimberly-Clark in senior financial and operations positions, including assistant treasurer, charged with managing global treasury operations. Prior to that, she was director of Kimfibers LLC, where she was responsible for the sourcing and distribution of pulp to Kimberly-Clark's global operations. Bonnie also serves on the board of directors and audit committees for Empire District Electric Company and Federal Signal Corporation.



Emily McGee
(BBA '10)
Porter Keadle Moore
Audit Senior

In the fall of 2011, Emily joined Porter Keadle Moore, where she provides auditing and assurance services to financial institutions and manufacturing companies. A member of Blue Key and a Leonard Leadership Scholar at UGA, she was one of five First Honor Graduates who maintained a perfect 4.0 GPA throughout college. As her firm's lead recruiter at UGA, she enjoys helping current accounting students find a great place to work. Emily is a doorholder at Atlanta's Passion City Church, where she also leads a sixth-grade girls' bible study class.



Allison Godwin McLeod
(BBA '99)
SunTrust Robinson
Humphrey
Director

Allison is director of the Structured Real Estate Group for SunTrust Robinson Humphrey in Atlanta, where she has worked with clients on more than \$2 billion in structured real estate transactions, including synthetic leases, sale-leasebacks, build-to-suit leases, and 1031 tax-free exchange-related transactions. She joined the company in 1999 as part of the Corporate and Investment Bank. Allison earned her MBA from the Goizueta Business School at Emory. She and her husband have a young daughter, and all three are devoted Bulldog football fans.



Holly Meidl
(BBA '83)
Marsh
Managing Director

Holly is both managing director and U.S. National Health Care practice leader for Marsh. She earned her MBA in finance from Golden Gate University in San Francisco and managed global accounts for Sedgwick, the world's third-largest broker. In 2008, she was named by *Business Insurance* as one of the Top 25 Women to Watch. She was also recognized by *Risk and Insurance* as a Power Broker for healthcare. The Macon native leads 500 Marsh colleagues, who serve hundreds of hospitals, managed-care organizations, and senior-care providers.



Andrea Morris
(BBA '13)
Microsoft
Technical Account Manager

Andrea manages projects and relationships between Microsoft's engineers and customers. Her portfolio is stacked with wealth-management companies in the Boston/New England area. She puts in extra hours on the Dynamics CRM team and Microsoft Give campaigns, and works with the head of Americas Marketing to represent Microsoft Services. Her favorite thing about Microsoft: opportunity lurks around every corner. Andrea was a Leonard Leadership Scholar, a senator for Terry College, and a student representative on University Council.



Ellie Morris
(BBA '01)
Ernst & Young
Senior Manager

Ellie is a senior manager at Ernst & Young in Atlanta. She has also worked for Ernst & Young as a manager in both Belgium and in Germany. In 2002, she earned her MSA in accounting from the University of Virginia. She serves as a Terry College Mentor and a Leonard Leadership Program Mentor, as well as an Ernst & Young Women's Network member and a Junior Achievement classroom volunteer. Ellie is a member of Women of UGA, the Artemis Guild of Fernbank Museum, and the Inman Park Neighborhood Association.



Mai-Lise Nguyen
(BBA '05)
F. Hoffmann-La Roche
International Communications Manager

After majoring in marketing and minoring in cellular biology, Mai-Lise pursued a career in healthcare communications. She began her career at Weber Shandwick, becoming one of the company's youngest VPs. She now lives in Switzerland, and works for F. Hoffman-La Roche, the world's largest biotech company, as international communications manager for Alzheimer's disease and neuroscience research. She received Terry's Outstanding Young Alumni award in 2011 and was selected for the UGA Alumni Association's "40 Under 40" class of 2014.



**Kathleen
McNicholas
Phelps**

(BBA '06, AB '06)
Newell Rubbermaid
Director of Finance

Kathleen supports Newell Rubbermaid's marketing and innovation teams for Sharpie, Graco, and Irwin Tools. She was involved in the \$40 million restructuring of the company's brand and design resources. An Atlanta native who played Maria in "The Sound of Music" as a senior in high school, Kathleen is active in the Junior League of Atlanta and Angels Among Us animal rescue, and she also serves on the board of the Chattahoochee Nature Center. She is currently pursuing her Executive MBA at the Columbia Business School in New York.



Brianna Randall
(BBA '12)

The Clorox Company
Senior Associate
Marketing Manager

Bree was one of two undergraduates in the nation to become an associate marketing manager at The Clorox Company in the San Francisco Bay area. Over the last two years, the former Leonard Leadership Scholar has led influential projects in brand management, including business insights, product innovation, and event-based marketing. As senior associate marketing manager for Hidden Valley, America's No. 1 ranch salad dressing brand, she will lead the brand's fast-growing digital marketing platform and a game-changing micro-targeting analysis.



**Susan
Richardson**

(BBA '09, MAcc '09)
Dixon Hughes
Goodman
Campus Recruiter

Susan began her career as an intern in Dixon Hughes Goodman's Atlanta office and joined the tax department after graduating from UGA. In 2013, Susan transitioned into campus recruiting and now manages the strategic hiring plan for the company's Atlanta, Birmingham, Tampa, and Jacksonville offices. She is also project lead for the firm's "People Camp" intern training program. At Terry, Susan was a Leonard Leadership Scholar and vice president of programs for Beta Alpha Psi. She also conducted CURO research on domestic terrorism.



**Camille Jenkins
Russo**

(BBA '94)
Alta Innovations
CFO

Prior to joining Alta, a Savannah-based medical equipment distribution company, Camille was regional manager for AT&T in Southeast Georgia. She also worked for BellSouth in Atlanta and Columbus and for MCI in Atlanta. She was also a financial analyst with the Federal Reserve Bank in Atlanta. Camille serves on the Terry College Alumni Board and on the Junior Achievement board in Savannah. In 2009, she was a *Georgia Trend* Top 40 Under 40. She is also a graduate of the 2008 classes of Leadership Savannah and Leadership Georgia.



**Emily Evert
Salnas**

(BBA '09)
Alix
Associate

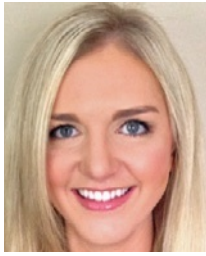
Named Terry College's Senior of the Year in 2009, Emily earned her MBA from Harvard Business School. Prior to Harvard, the former Leonard Leadership Scholar was a senior consultant with Alvarez & Marsal Business Consulting in Atlanta, specializing in supply chain solutions and strategic sourcing. While in college, Emily was co-founder of the UGA Consulting Program, volunteered with Shepherd Center Hospital, and was a Corsair Society member. She is in the retail group at Alix in California, but is currently working on a project in New York.



**Ashley Pittman
Scott**

(BBA '93, MAcc '94)
Pricewaterhouse-
Coopers
Inbound Leader,
Private Company
Services

Ashley leads PwC's Greater Atlanta Market Private Company Services Assurance and Tax practice, overseeing nine assurance and tax partners and more than 125 staff members working with privately owned companies. She also serves as the U.S. PCS inbound leader, and she is a federal tax partner. Ashley was a member of the Terry College Alumni Board from 2007–10, and she also serves on the board of the Boys and Girls Clubs of Metro Atlanta. She is a member of Leadership Atlanta Class of 2014 and has done extensive volunteer work.



Brittany Scrudder
(BBA '12, MAcc '12)
Ernst & Young
Tax Accountant

Brittany graduated summa cum laude and joined Ernst & Young. After spending her first year in tax, she transitioned into the assurance practice. Her experience includes the audit and review of quarterly and annual GAAP provisions for publicly held clients with a focus on accounting for income taxes. Brittany recalls some of her most valuable Terry experiences as the Deer Run Fellows and Leonard Leadership Scholars programs. "Interacting with business and community leaders enabled me to understand the type of person and leader I want to be."



Tiffany Mailen Smith
(MBA '07)
PowerPlan
Public Relations
Manager

Late last year, Tiffany was named public relations manager for PowerPlan Inc., a provider of accounting, tax and capital budgeting solutions for asset-intensive businesses. The Atlanta-based company was honored as one of Georgia's fastest-growing companies for 2014 by the Atlanta chapter of the Association for Corporate Growth. Before joining PowerPlan, Tiffany worked for The Home Depot in investor relations. She received the company's CFO Excellence Award in December 2012. She is a member of the Terry and UGA alumni associations.



Kristin Sweat
(BBA '05)
Ernst & Young
Senior Manager

Kristin, who earlier this year earned an MBA from the Goizueta Business School at Emory University, is a senior manager in Ernst & Young's Advisory Services Information Technology Risk and Assurance Practice within the firm's Financial Services Office. She has more than a decade of experience in information technology auditing and security and risk management. The Tennessee native is a member of the UGA Alumni Society, and she is an avid supporter of Extra Special People. She is also a member of North River Church of Christ.



Jamie Martin Teagle
(BBA '05)
Chick-fil-A
Advertising &
Campaigns Senior
Consultant

A former Alumni Board member, Jamie works in marketing at Chick-fil-A, which has more than 1,800 locations in 40 states and Washington, D.C. She is a senior consultant on the advertising and campaigns team, managing integrated marketing campaigns for Chick-fil-A product tests and national rollouts. Prior to joining Chick-fil-A, she lived in New York City for four years and worked in media planning at advertising agencies Initiative and Horizon Media. She and her husband Jayson attend Trinity Anglican Mission and recently bought their first home.



Nancy Wright Whatley
(BBA '81)
Metro Atlanta
Chamber
Vice President

As the Metro Atlanta Chamber's Vice President of Entrepreneurial Development, Nancy is charged with connecting small and large businesses in order to generate new business development opportunities. Prior to joining the chamber, she spent more than three decades in staffing; she was founder/CEO of VantagePoint Staff Solutions from 2006–10. As a member of the UGA Alumni Association, the Atlanta native was instrumental in establishing the Women of UGA organization. She is a Terry Alumni Board member and also a member of Vistage.



Karen Wong
(BBA '08)
Accenture
Strategy Consultant

Karen received her MBA from NYU's Stern School of Business, where she received a full-tuition Faculty Scholarship. She is now a strategy consultant for mergers and acquisitions at Accenture. Prior to joining Accenture, she worked at the University of the District of Columbia and was a human capital analyst for Mercer Consulting. A UGA Ramsey Honors Scholar and a Leonard Leadership Scholar, the Delaware native also earned Scholar Distinction and the Undergraduate Research Award from UGA's Center for Undergraduate Research.

Giving Societies

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The Terry College of Business recognizes and thanks the many alumni, corporations, foundations and friends who contribute their support to the college and its strategic initiatives. Through gifts to the *Building Terry* campaign, donors are making investments that enable Terry to continue providing educational excellence by supporting outstanding professors and top-ranked programs. Donor support is also making first-class facilities a reality with construction of Terry's Business Learning Community currently underway on North Campus.

Included within the 2014 Honor Roll are several special giving categories. We celebrate the Pinnacle Society, which represents lifetime giving of \$1,000,000 or more, the Heritage Society representing planned gifts from trusts and estates, the Dean's Circle of Giving representing calendar gifts of \$2,500 and higher, and the Second Century Club representing gifts of \$250 or more from young alumni under 35 years of age.

This Honor Roll of Donors represents contributions to the Terry College of Business received between July 1, 2013 and June 30, 2014 from thousands of supporters. Every effort has been made to assure its completeness and accuracy. To make a gift to Terry, contact the Development and Alumni Relations office (706) 583-5529 or visit our website: terry.uga.edu/giving.

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	Alumni/Friends	Young Alumni/Faculty & Staff
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IBM Corporation

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As the Terry College celebrates more than 100 years of history, the Second Century Club recognizes emerging philanthropists who earned their bachelor's degree fewer than 12 years ago. These young alumni make a meaningful annual gift of at least \$250 and are setting the standard for alumni of the next century.

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Ms. Brooke Burlingame
Mr. and Mrs. John B.
Burroughs, Jr.
Mr. Ed K. Burton
Mr. Daniel J. Busby
Mrs. Estelle C. Busch
Ms. Erin M. Butte
Capt Brian J. Buttrick and
Mrs. Catherine K. Buttrick
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and Mr. Michael J. Calegari
Mr. and Mrs. Christopher J.
Camerieri
Mr. and Mrs. C. Pierce
Campbell
Mr. Ridge J. Cannon
Cardinal Health
Foundation, Inc.
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Ms. Sarah E. Carr
Commissioner Christopher
M. Carr
Mr. and Mrs. Robert C.
Cason
Mrs. Laura Castrovinci
Ms. Kristina Catalano
Ms. Caroline A. Cave
Mrs. Julie A. Cave and
Mr. Richard Cave
Ms. Pamela L. Chaliff
Mr. Kenneth R.
Chambless III
Mr. Tejaswi Channagiri Ajit
Ms. Candace Chapman
Charles & Susanna
Dalton Fund
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Chiple
Mr. Frederick W. Chiverton III
Mr. Tiga Y. Choi
Dr. David P. Christy
Chubb & Son
CIGNA Foundation
Dr. Johnnie L. Clark and
Mr. Charles E. Clark
Dr. Michael B. Clark
Mr. Keith A. Clarke and
Mrs. Rochelle L. Clarke
Mr. Spencer G. Coan
Adam and Julie Cohen
Mr. Benjamin N. Colley and
Ms. Melanie M. Colley
Mr. James A. Connelly
Mr. Ronald C. Cordell and
Mrs. Sharen R. Cordell
Ms. Jennifer C. Cowart
Dr. Sean L. Coy and
Ms. Betty P. Coy
Mr. Ryan C. Cranford
COL (RET) Charles G.
Crawley and Mrs. Susan
Crawley
Ms. Rachel A. Crew
Mr. Chase C. Croft
Mr. Jacob F. Crouch, III
Mr. Thomas V. Cullen and
Ms. Roberta W. Estes
Mr. and Mrs. Charles O.
Dalton
Mr. Justin L. Daniels
Mr. James D. Dantzier, III
Tonya C. Davies

Class Gifts

ILA Leonard Leadership Scholars class of 2014 pledged **\$50,404**



(from left) Sarah Beatty (BBA '14) and Brittany Sink (BBA '14).

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Ms. Laura J. Davis
Dr. and Mrs. Mark C.
Dawkins (FS)
Ms. Aimee M. Dean and
Mr. Donnie P. Dean
Mr. and Mrs. David A.
Deckebach
Mrs. Doris D. DeLorme and
Dr. Charles D. DeLorme Jr.
Dr. Marie Dent
Mr. and Mrs. Joseph B.
DeProspero
Ms. Donna C. Derrer and
Mr. Douglas Derrer
Dr. Roy W. Detwiler and
Mrs. Sherry L. Detwiler
Mr. David S. Deutsch and
Mrs. Kimberly Deutsch
Mrs. Linda D. Dewitt and
Mr. Henry L. Dewitt
Willis P. Dobbs
Mr. Christopher K. Dooney
and Mrs. Jennifer R.
Dooney
Mr. Dustin R. Dorsey
Ms. Sherry L. Doughty
Mr. Scott Dovel and
Ms. Debra Dovel
Mr. Philip A. Dreger
Mr. George T. Duggins and
Mrs. Janice Duggins
Mr. Mark E. Duis
Mr. Jean-Pierre L. Dumenil III
Mr. Joseph S. Dunn and
Mrs. Wayne M. Dunn
Mr. Bill Dupee
Ms. Valerie O. Durkin
Mr. Joshua N. Durkin
Mr. Sean D. Dwyer
Nan and Ed Easterlin
Mr. Mark E. Eclavea
Ms. Lauren E. Edson
Mr. Robert B. Edwards and
Ms. Amy Edwards
Mr. and Mrs. H. Stephen
Edwards
Equifax Foundation

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Mr. Casey E. Evans
Mr. Dwight K. Everett
Mr. Sean C. Fagan and
Ms. Darcy L. Fagan
Ms. Tracy E. Feldesman
Mr. John L. Ferguson and
Mrs. Cynthia R. Ferguson
Mr. Mark Fichter and
Ms. Joni Fichter
Ms. Ann Figwer and
Mr. Kai J. Figwer
Mr. David R. Firth
Mr. Brannon E. Fitch and
Ms. Charissa E. Fitch
Mr. Adam C. Fleming
Mr. Jeffrey A. Fletcher
Ms. Rebecca E. Flynn
Mr. Harris I. Fogel and
Mrs. Stacey L. Fogel
Ms. Mary A. Foil
Dr. John B. Ford IV and
Mrs. Sarah Ford
Mr. Banks Forester
Mr. Ian C. Freund
Mr. David J. Friedman
Ms. Whitney A. Fuller
Mr. Jerry A. Funk
Mr. Theodore C. Fyock
Mr. Stewart R. Gandy
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Mr. Brandon F. Gardner
Mr. Gunby J. Garrard and
Ms. Claudia B. Garrard
Miss Janice A. Garrett
Mr. Matthew H. Garza
Mr. and Mrs. Don G.
Gaskill, Jr.
Michael B. and Lauren W.
Geitgey
Mr. William M. George III
and Ms. Elizabeth B.
George
Mr. John P. Giles Jr. and
Ms. Rachel K. Giles
Mr. and Mrs. Larry M. Gill
Mrs. Mary Catherine Gill
and Mr. John Gill

Will and Natalie Glenn (FS)
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Mr. Edward F. Goepp Jr.
Ms. Nicole Lackey Goldsmith
Mr. Clark S. Gore and
Mrs. Susan R. Gore
Mr. David Gorvy
Mr. James C. Graves
Ms. Chelsea A. Gray and
Mr. David D. Gray
Mr. and Mrs. J. Troy Green
Mr. Joel C. Gregory
Mr. Gregory C. Gretsches and
Mrs. Caroline Gretsches
Mr. Christopher P. Haddock
and Ms. Charlotte A.
Haddock
Mr. Dallas L. Hall
The Honorable R. Timothy
Hamil and Mrs. Kay M.
Hamil
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Mr. Ronald D. Hanson
Mrs. Holly Hanson and
Mrs. Sophie Jo Hanson
Mr. Bryan T. Hardman
Mr. John M. Harris
Mr. Henry B. Harris III and
Mrs. Linda Harris
Mr. Robert C. Harris and
Mrs. Susan T. Harris
Mr. Ronald Hart and
Ms. Jackie Hart
Mr. Mitchell D. Hauff
Mr. Anthony M. Hauff and
Mrs. Joan D. Hauff
Mr. and Mrs. Alfred J.
Hayes, Jr.
Mr. Eric T. Haynes
Mr. Warner F. Head
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Mrs. Amy Hearn
Mr. M. Alexander Heller
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Mrs. Suzanne P. Henke and
Mr. Brad R. Henke
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Parr Mr. Bhupesh Patel and Ms. Mona Patel Mr. Vinay K. Patel Mr. Sonial R. Patel Mr. Sahibjeev S. Patheja Ms. Ashley V. Patrick Mr. Dewey F. Patrick and Mrs. Tinamarie D. Patrick Mr. C. Brandon Patten (FS) Mrs. Carol A. Payne Mr. and Mrs. Patrick J. Peldner Mrs. Eunicia O. Peret Mr. John M. Perkins Mr. Robert W. Perry Marilyn B. Perry Mr. Robert Petrina and Ms. Jennifer Petrina COL Todd R. Phinney and Mrs. Sharen D. Phinney Mr. Robert A. Pierce and Mrs. Caryl Pierce Mr. A. McCoy Pitt Mr. and Mrs. Michael S. Pohler Mr. Inman L. D. Porter Mr. Leonard F. Powell Jr. Mr. G. T. Price ProLogis Foundation Mr. Gregory V. Pugh and Mrs. Anna L. Pugh Mr. Nicholas V. Pulignano Jr. and Mrs. Beth M. Pulignano Mr. Edward Quigley R. Jim Mitchell Fund Mr. Neal E. Raburn Mr. William T. Rahn Mr. and Mrs. A. Middleton Ramsey Stephanie and Jeremy Ransom (FS)	Mr. Andrew M. Rasmussen and Mrs. Katherine R. Rasmussen Mr. Bill F. Raulerson Mr. John M. Ray Ms. Maria L. Reed Joshua and Amanda Reeves Mr. Ryan P. 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Tyndal and Mrs. Ashley M. Tyndal Mr. Michael A. Tyner Jr. UBS Matching Gift Program Mr. James K. Underwood Mrs. Deborah R. and Mr. Richard V. Urquhart Mr. Matthew R. Usher
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Class Gifts

MAcc Class of 2014 pledged \$146,581



(from left) Annual Giving Coordinator Adam Prescott, Alyssa Abe (BBA '14, MAcc '14), Dean Ben Ayers, Kally Woo (BBA '13, MAcc '14), John Mitchell IV (BBA '13, MAcc '14), and Devon Pagoaga (BBA '12, MAcc '14).

Mr. and Mrs. Richard L. Valentine
Mr. John B. Vann and Mrs. Elizabeth Vann
Ms. Julie S. Varnadoe and Ms. Melissa Varnadoe
Ms. Sabina A. Vayner
Mrs. Elizabeth S. Venitt and Mr. Sanford Venitt
Col Bradley C. Vickers
Mr. Bennett Vig
Ms. Alexa B. Villard
Mr. Eric M. Viola and Ms. Christin M. Viola
Mr. Joshua S. Wagner
Miss Kelcie D. Waller
Mr. Timothy M. Walsh
Mr. Sean P. Walsh
Ms. Bridgette G. Walton
Mr. Timothy E. Ward and Dr. Catherine B. Ward
Mr. George E. Ward Jr.
Mr. Bryan S. Warnock and Ms. Amy C. Warnock
Mr. Thomas J. Way
Ms. Susan R. Weimar
Wela Strategies
Ms. Melanie L. Wells and Mr. Andrew N. Wells
Mr. and Mrs. Michael B. Westbrook
Mr. Douglas K. Weston and Ms. Mindy Weston
Mr. Jonathan D. White
Elizabeth and Dustin White
Mr. Stephen B. White
Mr. Malcolm T. Wilcher Jr.
Mr. Michael B. T. Wilkes and Mrs. Harriet Wilkes
Mr. Christopher S. Wilkins and Mrs. Maria E. Wilkins
Mr. and Mrs. Gerald L. Williams
Mr. Jason W. Williams
Dr. Modupe B. Wintoki and Ms. Oyinlola E. Enoch
Mr. and Mrs. M. Keller Withers
Mr. and Mrs. Paul T. Woody III
Mr. and Mrs. Joel O. Wooten
Mr. and Mrs. William B. Wright, Jr.
Mr. Michael S. Wright and Mrs. Carolyn R. Wright
Mr. Lloyd L. Wyatt and Mrs. Madeleine Wyatt
Mr. and Mrs. Danny Yates
Austin and Kelly York
Mr. Theodore L. Young and Mrs. Kathy J. Young
YourCause, LLC
Mr. Tao Zhou
Mr. William E. Ziegler
Mr. and Mrs. Jan Paul Zonnenberg

\$249 - \$100

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Mr. Christopher J. Adams
Mr. Roy A. Adams
Albany Property Management Co.
Debra and Jody Alderman
Mr. Clyde W. Aldridge and Mrs. Barbara Aldridge

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Mr. Charles P. Allen and Mrs. Gaile W. Allen (FS)
Mr. and Mrs. Philip R. Allison
Mr. Eliseu Alves and Ms. Laura J. Alves
Mr. John C. Anderson
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Mr. Wayne M. Anderson
Rev. and Mrs. Reginald W. Andrews
Mr. and Mrs. Gerald I. Applefield
Ms. Carolyn W. Arden and Mr. Donald Arden
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Mr. and Mrs. Eugene T. Armor
Mr. Robert B. Armstrong Jr.
Mr. John D. Arnold and Dr. Amy L. Arnold (FS)
Mr. Eric M. Astrin
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Atlantic Capital Bank
Ms. Ashlee M. Aurandt
Mr. Bryan E. Austin and Ms. Sarah E. Austin
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Mr. Josh B. Baine
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Mr. Dennis Bannister and Mrs. Katy Bannister
Mr. and Mrs. A. Andrew Barksdale
Mr. Joshua D. Barnes
Mr. and Mrs. Alan L. Barnett
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Mr. Frank H. Barron
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Mr. Richard W. Bearden
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Dr. Dawn D. Bennett-Alexander (FS)
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Mr. Todd M. Benson
Mrs. Larissa K. Benson and Dr. Andrew P. Benson
Ms. Olivia B. Bentley
Mr. and Mrs. Gene R. Benton
Bernard Williams & Company, LLC
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Mr. Kippard W. Berry and Mrs. Nancy J. Berry
Mr. Michael J. Besselman
Mr. Michael R. Betts
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Wright Mr. and Mrs. Danny Yates Mr. and Mrs. William David Young, Jr. Young Alumni Board - Terry College of Business
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Development leader Martee Horne

By Kent Hannon

When the Terry College decided it was necessary to replace its current facilities and to raise money for faculty and program support, the total price tag came to \$90 million in private gifts. After assessing the situation, a consultant told the college, “You can raise \$50 million . . . but \$90 million will be a tremendous stretch.”

Given all the hard work and long hours that Martee Horne (BBA ’78) and her dedicated development and alumni relations team have put into the *Building Terry* campaign, the college’s lead fundraiser admits, “It was a bit of a stretch, but one we were confident we could handle, given the amazing alumni Terry is blessed with!”

The *Building Terry* campaign ticker currently reads \$106 million — but no trumpets, please, says Horne, because her work is not done yet.

Fundraising math can get complicated. But Horne, who began keeping the books for her father’s business when she was in high school down in Monroe County, can recite this litany of numbers in her sleep.

Frequently does, in fact.

“The largest portion of our original \$90 million goal was \$70 million for the six buildings that will make up the new Business Learning Community,” she says. “The rest of that \$90 million included \$10 million for faculty support and \$10 million for program support.”

Thanks to the loyalty and generosity of Terry alumni, the campaign has exceeded its faculty and program goals with \$5 million still to be raised for bricks and mortar.

“In order to be successful in a campaign of this magnitude,” says Horne, “you need seven- and eight-figure gifts . . . and we have a number of those.”

If it sounds like money grows on trees at Brooks Hall, Martee Horne will be the first to tell you that financial support doesn’t come from random contacts with wealthy individuals.

“It comes from *relationships*,” she says. “From *long-standing* relationships with people who love the University of Georgia and the Terry College of Business — and want to give back to a place that means so much to them both personally and professionally.”

Along with an anonymous donor, the list of leadership donors includes steel executive Phil Casey (BBA ’67) and Terry benefactress Mary Virginia Terry — “both of whom took a leap of faith with us early in the campaign,” says Horne.

The list also includes former Georgia-Pacific CEO Pete Correll (BBA ’63), whose name will grace the first Business Learning Community building, and Aflac Chairman/CEO and *Building Terry* campaign chair Dan Amos (BBA ’73), whose name will grace the second building.

The campaign point person is Horne, whose first job out of college was doing computer programming for Clarke County, streamlining voter registration and the county jail database. Her leadership skills ultimately made her one of the go-to people in Athens for volunteer activities. When the American Cancer Society needed a chairman or the Junior League needed a president, Martee Horne was the person who stepped forward.

“My philosophy is simple . . . and I’ve tried to instill this in my kids,” says Horne. “To whom much is given, much is expected. If every person in the world who has been ‘given much’ gave back to just one person, the world would be free of poverty and a much better place in which to live.”

Horne says she gets her drive and determination from her father, who ran several successful businesses at once. Her concern for the welfare of others comes from her mother, who was a social worker and a school teacher.

Her mantra comes from Nelson Henderson:

“The true meaning of life is to plant trees under whose shade you do not expect to sit.” 🌳



(from left) Horne cites Terry benefactress Mary Virginia Terry for taking “a leap of faith” in the early stages of the *Building Terry* campaign when leadership gifts like hers were needed to give the campaign momentum.

Classnotes

Who's doing what, where

Compiled by Roxanne Hohnerlein (AB '84)

1945-49

Abit Massey (BBA '49) of Gainesville was the UGA Summer Commencement speaker.

1960-64

Wyck Knox (BBA '62, LLB '64) of Augusta, counsel at Kilpatrick Townsend & Stockton, received the UGA School of Law alumni association's Distinguished Service Scroll Award.

1965-69

Retired U. S. Army Lt Col. **Richard Ambrose** (BBA '65) of Vienna was reappointed to a second at-large board term with the Department of Juvenile Justice. **Steve Selig** (BBA '65) of Atlanta was honored at the 2014 Four Pillar Tribute by the Council for Quality of Growth for significant contributions both personally and professionally to his community. Steve is president and chairman of the board of Selig Enterprises and

chairman of the board of AAA Parking. **Lee Epting** (BBA '67) of Athens, owner of Lee Epting Catering, participated in "Stories from Childhood: From a Tiny Acorn," a storytelling series sponsored by the Athens nonprofit Children First.

Randall Frost (BBA '68) of Gainesville was appointed to the Lake Lanier Islands Development Authority by Gov. Nathan Deal.

Mat Swift (AB '69) of Columbus heads the real estate division of W.C. Bradley Co. and was interviewed by *The Columbus Ledger-Enquirer* on his role and the efforts of **Jimmy Blanchard** (BBA '63, LLB '65), **Brad Turner** (BBA '75) and other city officials in the revitalization of Uptown Columbus.

1970-74

Thad Green (PhD '70) of Ellijay held his second art show, titled "Once Across America," in Canton.

Philip Faircloth (BBA '72) of Dublin, president and CEO of Farmers Home Furniture, was named to the Morris Bank board of directors. **Lamar Paris** (BBA '72) of Blairsville, in his fourth term as sole commissioner of Union County, was reappointed to the Public Defenders Standards Council. **Margo Thorning** (PhD '74) of McLean, Va., moderated The Annual Economist Roundtable: Sailing Against the Wind. She is senior vice president and chief economist of the American Council for Capital Formation and director of research for ACCF Center for Policy Research.

1975-79

Terry Parker (BBA '77, MAcc '78) of Macon was elected chairman of the Georgia Society of Certified Public Accountants. He is a partner at Clifton, Lipford, Hardison

& Parker LLC. **Tom Eaton** (BBA '78) of Washington, D.C., joined Telesat as vice president, international sales. **Lowell Mooney** (BBA '78, MAcc '79, PhD '89) of Statesboro is chair-elect of The Georgia Society of Certified Public Accountants for 2014-2015. He is a professor at Georgia Southern University. **Gil Patterson** (BBA '78, MBA '84) of Atlanta was a finalist for the *Atlanta Business Chronicle's* small private company CFO of the year. As Carter CFO, he helped transition the firm from services provider to a real estate investment, development and advisory firm. **Tim Mescon** (PhD '79) of Columbus is retiring as president of Columbus State University. He will become senior vice president and chief officer for Europe, the Middle East, and Africa for AACSB International — the Association to

Advance Collegiate Schools of Business.

1980-84

Jim Lawler (AB '80) of Chantilly, Va., is chief human resources officer at TASC, Inc. **Mary Hamlin Kiley** (BSA '81, MBA '84) of Winder retired as vice president and marketing manager from AgGeorgia Farm Credit after 30 years. **Remer Brinson** (BBA '82) of Augusta is president and CEO of First Bank of Georgia and was named the 125th chairman of the Georgia Bankers Association. **Dan Forsman** (BBA '82) of Atlanta was recognized as Most Admired CEO for residential real estate by the *Atlanta Business Chronicle*. Dan is president and CEO of Berkshire Hathaway HomeServices Georgia Properties. **John Mangan** (BBA '82) of Charlotte, N.C., was elected a trustee of the UGA Foundation. He is a private investor and money manager.



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Chip Caldwell (BBA '83) of Atlanta was promoted to vice president and southeast region manager by FirstClose (Freddie Mac's 'parent' company). **Keith Hires** (BBA '84) of Atlanta joined Greystone as managing director. He will focus on bridge and mezzanine lending products targeted to borrowers in the Southeast and Mid-Atlantic. **Brian Lane** (BBA '84) of Atlanta was appointed CFO of Endeavor. **Jeffrey Smith** (BBA '84) of Atlanta was named senior vice president, healthcare leader at Lockton.

1985-89

Mark Papanicolaou (BBA '85) joined the National Bank of Georgia as group vice president at the company's Athens location. **Sheila Stromquist Eads** (BBA '86) of Woodstock was appointed to the ISEA Board of Trustees. She is president and CEO of ERB Industries. **Kerry Gillespie** (BBA '86) of Salt Lake City, Utah, joined AVEC Health Solutions, LLC as CEO. **Pattie Dillard Weed** (BBA '86) of Thomas-ton was named Upson-Lee North Elementary School's Teacher of the Year. **Steve Denton** (BBA '87) of Atlanta was promoted to CEO of Beecher Carlson. Steve was also elected regional vice president of Brown & Brown,

Inc., where he will oversee operations in the company's retail division. **Brian Poe** (MBA '88) of Atlanta was named co-executive producer of "Game Changers," which is broadcast on Love 860-AM in metro Atlanta and internationally on the Internet. Brian has two law firms, Poe Simpson Law and Brian Poe & Associates, Attorneys, PC, and is the founder and managing partner of the national legal recruiting firm, Esquire Connect, LLC. **Carol Reeves** (PhD '88) of Fayetteville, Ark., received the 2014 Faculty Achievement Award from the Southeastern Conference for her work as the Cecil & Gwendolyn Cupp Applied Professor in Entrepreneurship at the University of Arkansas. **Scott Taylor** (BBA '88) of Atlanta is president and part owner of Carter. He was profiled in the September issue of *Georgia Magazine* (p. 40) for "Why I Give." **Brian Hawkins** (BBA '89) of Bonaire joined American Pride Bank as executive vice president and CFO. **John Turner** (AB '89) of Birmingham, Ala., was named head of Regions Financial Corp.'s newly created Corporate Bank.

1990-94

Wendy Grant Gibson (BBA '90) of Chattanooga, Tenn., was promoted to senior

vice president of the service center for Unum. She will lead the administration and contact center for both Unum U.S. and Colonial Life businesses. **Hamilton Holmes Jr.** (BBA '90) of Atlanta was featured in the September issue of *Georgia Magazine* (p. 37) about his experiences at UGA and his father's legacy as one of the first two students to integrate UGA. Hamilton is the community relations manager for Lockheed Martin in Marietta. **David Ward** (BBA '90, FACS '10) of Birmingham, Ala., joined Bridgeworth, LLC, as senior planning coordinator. He will prepare comprehensive financial plans and provide oversight to all financial plans prepared by the firm. **Tom Pashley** (BBA '91) of Pinehurst, N.C., combined his career with his love of golf, becoming president of Pinehurst Resort this fall. He was profiled in the June issue of *Georgia Magazine* (p. 47). **Jennifer Ridenour Adams** (BBA '92) and **Chris Adams** (BBA '88, JD '92) of Dacula won the 2014 Flavor of Georgia contest with their GA Mustard Marinade (June *Georgia Magazine*, p. 53). **Jimmy Barry** (BBA '92) of Atlanta joined Carter as senior vice president of development and will lead, manage, and grow

the firm's multifamily, student housing and mixed-use business. **Kurt Nelson** (MBA '93) joined Hillwood Investment Properties as senior vice president. He will open and lead the company's new venture in Memphis, Tenn. **Mark Spain** (BBA '93) of Cumming and his associates at Keller Williams Realty were named the top real estate team for sales at the Atlanta Board of Realtors' Multi-Million Dollar Sales Club Banquet. **Holden Hayes** (BBA '94) is serving as president of the Rotary Club of Savannah. Holden is the regional president of South State Bank. **Brian Sutton** (BBA '94) of Norcross was named the National Association of Industrial and Office Properties Georgia top industrial producer.

1995-99

Richard Courts IV (BBA '95) of Atlanta was elected a UGA Foundation trustee. He is president of Atlantic Realty Company, a privately held commercial real estate investment firm. **Mark Joines** (BBA '95, MBA '06) of Atlanta joined Cushman & Wakefield as senior director to lead the company's newly formed Retail Investment Sales group. **Stacey Frost Kaufmann** (ABJ '95, MBA '02) of Chattanooga, Tenn., was promoted to vice president of physician

services and communications at Hutcheson Medical Center. **Dorie Denholm Ramey** (MBA '95) of Atlanta joined Mercer as office business leader for the firm's health and benefits practice. **Jon Banks** (BBA '96) of Atlanta co-founded the company Alaina, an activities group for young professionals that offers social, recreational, and travel opportunities. **Shaw Blackmon** (BBA '96) is president and COO of National Bank Products Inc., a family business in Warner Robins. He was recently profiled in *The Telegraph*. **Amy Ellerbee Johnson** (BBA '97) of Acworth was named Advanced Wound Care Sales Representative of the Year by Smith and Nephew Advanced Wound Management. **John Kelley** (MBA '97) of Atlanta, a partner and vice president of development for North American Properties, is working on a mixed-use real estate venture, Avalon, in Alpharetta. **Jefferson Davis IV** (AB '98) of Dublin was honored as a *Georgia Trend* 40 Under 40. The owner/president of Alterra Networks, a technology contracting business, is recognized for his historic preservation and community business growth efforts. **Seth Katz** (AB '98) of Peachtree Corners opened Seth N. Katz LLC, which specializes in business

and employment law and litigation. **John Whitehead** (BBA '98) of Aikin, S.C., married Mary Leslie Rhoden. He is employed by AT&T. **Jeff Fortner** (BBA '99) of Atlanta joined SK Commercial Realty as senior vice president, within the company's healthcare real estate division. **Kimberly Poma** (BBA '99) of Atlanta was honored as a *Georgia Trend* 40 Under 40. She recently joined Cox Communications as director of sales process and insight. She was previously in Coca-Cola's global HR organization.

2000–04

Jamison Fulks Almand (BBA '00) of Fayetteville welcomed her third daughter, Hollace Prince. **David Battle** (BBA '00) of Brooklyn, N.Y., was named a UGA Foundation trustee. He is a principal at Metalmark Capital, a private equity firm. **Shiketa Jones Gresham** (BBA '00) and her husband **Demetrius Gresham** (BBA '00) of San Antonio, Texas, welcomed their daughter Lauren Olivia "Lola." **Scott Hunter** (BBA '00) of Albany was named a member of Wells Fargo Advisors' Premier Advisors Program for the fourth consecutive year. **Lindsay Nevin** (BBA '00) of Johns Island, S.C., and **Austin Hipp** (BBA '01) of Charleston, S.C. are partners in Flyway,

a development and general contracting company, and they have revitalized a historic property on Charleston's upper peninsula for the company's headquarters and 19 different businesses. Flyway plans to expand with a 40,000-square-foot amphitheater. **Rodney Reid** (BBA '00) of London, England, joined Evercore as managing director of the firm's private capital advisory business. After an initial stint in London, he will relocate to New York. **Mandy Wooley Edwards** (BBA '01) of Statesboro and her social media marketing company ME Marketing Services were featured on *Forbes* magazine's website in the article "25 Things Influential People Do Better Than Anyone Else." **Thomas Langley** (BBA '01) of Birmingham, Ala., joined Synovus Securities Inc. as an institutional sales representative. **Matt Moulthrop** (BBA '01) of Marietta is a third-generation wood-turner artist. More than 30 of his pieces from area collectors were exhibited at The Museum Center at Five Points in Cleveland, Tenn. **Bhupinder Bhalla** (MBA '02) of Bethesda, Md., was honored with the Today's Traveler Award 2014 for Exemplary Contribution in Planning and Structuring of Daman

Profile

Soccer legend honored

By Chris Starrs (ABJ '82)

Having your name inscribed on your door at work is symbolic of a certain level of career success. So just imagine how Stephanie Yarem Ransom (BBA '00) is going to feel when she walks through the door of UGA's Butts-Mehre Heritage Hall in February and sees her name emblazoned in the building's domed ceiling along with the



SPECIAL



Ransom (BBA '00) was the leading scorer on UGA's first varsity soccer team. She's now assistant athletic director for business operations at the UGA Athletic Association.

likes of Bulldog icons Vince Dooley, Dan Magill, Billy Payne, Teresa Edwards, and Fran Tarkenton.

As a member of the new class of Circle of Honor award winners, Ransom — UGA's first All-SEC and All-America soccer player — will be inducted with former gymnastics coach

Suzanne Yoculan and former football player and coach Steve Greer.


"Those are big names to stand next to," says Ransom, who scored eight game-winning goals in 1997 and has since gone on to become assistant athletic director for business operations at the UGA Athletic Association. "But I'm excited and humbled by it."

As the mainstay of UGA's first varsity soccer team, Ransom finished her college career with a school record 15 game-winning goals and 67 total points (both third-best in school history). The Bulldogs went 52-24-6 during Ransom's four years in school and reached the NCAA tournament twice, including a sweet 16 berth in 1997.

"We were all freshmen except for one player," says Ransom, who was an all-state soccer and basketball player at Gainesville High, "and building the program was a learning experience for every single one of us — not only on the soccer field but also in life."

Ransom's department is crucial to the overall success of the athletic association. She oversees daily business operations, budget reporting, planning, contracts, and information technology. She's also the sports facilitator for UGA's soccer and softball teams.

Ransom relishes the fact that she was able to remain in Athens to live and work, and she occasionally bumps into former Terry professors whose classroom lessons she puts into practice on a daily basis.

"It's a great college with great programs," she says. "Terry turns out students who go on to be extremely successful. The professors there are wonderful. Terry definitely prepared me for the next step in my life." 

Profile

Nashville money manager

By Krista Reese (MA '80)

How does an aspiring opera singer find her true calling in Nashville's country music scene? No, Stephanie Mundy-Self (BBA '07) didn't somehow get lost on her way to the Met and stumble into the Grand Ole Opry by mistake. The one-time UGA "Amazing Student" and opera ensemble soloist had sung for distinguished crowds (including President George W. Bush), and at her own commencement ceremony at Sanford Stadium. But along the way, she decided she ought to pursue another side of herself. "I'm a very organized



Mundy-Self (BBA '07) was a member of the inaugural class of UGA's Music Business Certificate Program.

person," she says. Hence, she double majored in music performance and risk management and insurance, with enough time left over for a certificate in music business, from the inaugural MBUS class.

In the summer of 2006, Mundy-Self nabbed an internship with Nashville's Sony/ATV Music Publishing, working in copyrights. Upon graduation in 2007, she was offered a full-time job at Sony/ATV, as well as at FBMM Inc.

FBMM Inc. is an entertainment business management company, and the fact that her duties there would be "much broader — not just what I was doing before," helped lure her to the fold. Sur-

rounded by construction cranes, the contemporary, loft-like FBMM office is papered with posters and memorabilia that hint at the company's A-list (but confidential) clientele — Vince Gill, Miranda Lambert, Keith Urban, even Pearl Jam and Luther Vandross.

"My dream was once to have my own record company," she says. "Now that I've actually run one," as she does for a client, "I know I don't want that." She laughs.

Now an account manager, Mundy-Self's job responsibilities include financial reporting, budgeting, cash projections, risk management concerns — and everything in between. She helps recording artists figure out how much their stage sets will cost, what tour bus they'll need, what kind of payroll they'll need for employees. Her greatest joy has been helping a steady stream of MBUS certificate holders from her alma mater land jobs in Nashville. "It's one of the ways we can continue to be sure it's a good program," she says. ■

& Diu and Dadra & Nagar Haveli. The Honourable Union Minister for Tourism and Culture presented the award to Bhupinder for his team's two-year efforts on these projects at a gala in New Delhi. **Cindy Mitchell Bazzell** (BBA '02, EdS '09) of Loganville was named the 2014 Georgia Marketing Education Association Teacher of the Year for teaching business education and advising the DECA marketing club at Brookwood High School. **Mike Caplan** (AB '02, MBA '05, JD '06) of Atlanta and James Cobb of Decatur launched their own law firm, Caplan Cobb LLP, focusing on business litigation. **Nate Cosper** (MBA '02, PhD '02) of Tucson, Ariz., was appointed president/CEO and member of the board of directors of Protein Technologies. **Jason Kornegay** (BBA '02) of Savannah was named assistant principal at Bryan County High School. **John Lavin** (BBA '02) of Atlanta joined Endurance Specialty Holdings Ltd., as executive vice president, U.S. excess & surplus property, overseeing operations in Atlanta, Chicago, and Los Angeles. **Stephen Olson** (BBA '02) of New York, N.Y., was elected to a partnership with the Baker Hostetler law firm. **Christy Plott Redd** (BBA '02) of Griffin is co-owner of American

Tanning and Leather Co. Christy handles all international sales for the company, which specializes in alligator and other exotic leathers. **Jake Carter** (BBA '03) of McDonough was honored as a *Georgia Trend* 40 Under 40. He is the co-owner of Southern Belle Farms, which sells seasonal produce and includes educational activities for families and school groups. **Andrew Cohen** (BBA '03) of New York City, N.Y., is the creator and CEO of a studying platform called Brainscape, currently available online and on iOS devices, with plans to expand into other mobile markets. **Jordan Praytor Connelly** (BBA '03) of Atlanta joined Worldwide Services as senior vice president and manager, as well as healthcare producer. **Lea Clinton Dearing** (BBA '03) of Terrell, Texas, joined the Atlanta-based law firm Berman Fink Van Horn P.C. as senior associate attorney. **Travis Garland** (BBA '03) of Atlanta was named the National Association of Industrial and Office Properties Million Dollar Club top office producer. **Terri Ryan Stewart** (BBA '03, JD '06) of Atlanta was listed in *Georgia Super Lawyers* 2014 for her work in employment and labor law at Fisher & Phillips LLP. **Jason Byham** (BBA '04) of

Daniel Island, S.C., was promoted to Lenar Homes Coastal Carolinas division president. **David Greene** (BBA '04) of Atlanta is host of "Film Room" on ESPN's new SEC Network. He interviews SEC football coaches weekly to break down game footage. **Dave Heywood** (BBA '04) and **Charles Kelley** (BBA '04) of Augusta are members of the popular band Lady Antebellum, which was inducted into the Georgia Music Hall of Fame. **Elizabeth Lambert** (BBA '04) of Dallas, Texas, married David Richert. She is a manager at Deloitte Tax LLP.

Scott Law (BBA '04) has rejoined Tatum as the firm's Atlanta office managing partner. **Thomas Rasmussen** (BBA '04) was named site manager of the Progressive Insurance Service Center in Walnut Creek, Calif. **Jeff Walker** (MAcc '04) of Greenville, S.C., was admitted as a shareholder at Elliott Davis. He specializes in audit engagements and financial reporting of closely held businesses.

2005-09

Nick Donkar (MBA '05) of Los Angeles, Calif., is a partner in PWC's Deals practice and was honored with an M&A 40

Under 40 Recognition Award. Nick is responsible for supporting West Coast health care companies with deal strategies. **Sabina Vayner** (BBA '05) of Atlanta, an associate with Kilpatrick Townsend & Stockton, was honored as a *Georgia Trend* 40 Under 40. Sabina earned her law degree from the University of Virginia and is recognized as an outstanding litigator. **Jay Bernstein** (BBA '06) of Charleston, S.C., joined Kassinger Development Group to oversee all financial functions for the company, including its new mixed-use community, Sweetwater.

Eric Johnson (MBA '06) of Hahira was honored as a *Georgia Trend* 40 Under 40. He is managing partner of North Avenue Investments. **Jeremy Adams** (BBA '07) of Atlanta received the Rookie of the Year Award from the Atlanta Commercial Board of Realtors for his involvement with the Young Council of Realtors and the Million Dollar Club. **Eric Astrin** (BBA '07) of Atlanta joined Troutman Sanders, LLP in the firm's real estate practice. **Danielle Ramberg** (BBA '07) of Woodland Hills, Calif., joined Beecher Carlson Insurance Services,

LLC as a business development specialist. **William Rankin** (BBA '07, MAcc '08) of Atlanta married Brittney Storm. He is employed by Piedmont Healthcare. **Mark Martin** (MBA '07) and wife Tiffany of New Orleans had their first child, Marilee Grace. **Greg Michaud** (MBA '07) of Woodstock was promoted to managing director of real estate finance at ING Investment Management. **Brendon Todd** (BBA '07) of Atlanta, who played a starring role on the UGA golf team that won the 2005 NCAA championship,

continued on 82

Passings

1940s

Frances Wales Dunbar (BSC '40), Charlotte, N.C., June 12. **Stark Ginn** (BSC '40), Asheville, N.C., July 27. **Alice Swint Mullins** (BBA '43), Pine Mountain, July 29. **John J. Sullivan** (BBA '47), Tampa, Fla., July 7. **James Cheves** (BBA '48), Dahlonega, July 17. **Joseph Hortman** (BBA '48), Columbus, Sept. 27. **Ezra Carlton** (BBA '49), Rockmart, Aug. 27. **Pope Ellard** (BBA '49), Gainesville, Sept. 28. **William Key** (BBA '49), Augusta, July 13. **Elmer Price** (BBA '49), Tifton, June 26. **Forrest Scales** (BBA '49), Baldwin, Aug. 21. **William Thrasher** (BBA '49), Morehead City, N.C., June 17. **W.H. Tucker** (BBA '49), Moultrie, May 18.

1950s

James Daniel (BBA '50), Atlanta, Aug. 19. **Gloria Johnson** (BBA '50, MSW '66), Deland, Fla., June 25. **Morris Whitlock** (BBA '50), Atlanta July 27. **Lewis Adams** (BBA '51), Arlington, Texas, Aug. 10. **Wallace Davis** (BBA '51), Dublin, Sept. 22. **Jane Cooley**

(BBA '52), Decatur, July 6. **James Sapp** (BBA '52), Bogart, May 30. **Ray Griner** (BBA '54), Peoria, Ariz., May 11. **Alvin Morris** (BBA '54), Prescott, Ariz., Aug. 11. **Marvin Zion** (BBA '55, JD '57), Decatur, July 28. **Clayton Grubbs** (BBA '56), Richardson, Texas, July 14. **Marcus Simmons** (BBA '56), Macon, July 9. **Sanford Butler** (BBA '57), Hull, Sept. 3. **Joseph Broadhurst** (BBA '58, MBA '64), Athens, July 30. **Donald Smith** (BBA '58), Ludowici, Sept. 22. **Truitt Casey** (BBA '59), Columbia, S.C., Sept. 26. **Frank Huff** (BBA '59), Atlanta, June 29. **Wilfred Inglett** (BBA '59), Evans, June 10. **Sylvia Hadley Short** (BBA '59), Duluth, June 12.

1960s

James Johnson (BBA '61), Riviera Beach, Fla., Sept. 5. **William Stansbury** (BBA '62), Chickamauga, Sept. 8. **Benjamin West** (BBA '62, MPA '69), Atlanta, July 14. **Henry Holley** (BBA '63), Dalton, July 7. **Joe Parrish** (BBA '63), Newport News, Va., Aug. 9. **Harvey Weitz** (BBA '63, LLB

'66), Savannah, Aug. 15. **Thomas Clarke** (BBA '64), Savannah, June 14. **James Flynt** (BBA '65, MEd '74), **Hugh Greene** (BBA '65), Augusta, Sept. 3. **Conyers**, June 15. **Tyrone Byrd** (BBA '66, MBA '76), Athens, July 27. **Richard Haney** (BBA '66, MBA '67), Carrollton, July 13. **Allen Kattmann** (BBA '66, MBA '70), Lilburn, May 21. **Walter Lampe** (BBA '66), Jacksonville, Fla., July 13. **Alfred Ritter** (BBA '66), Atlanta, Sept. 10. **John Crawford** (BBA '67), LaFayette, June 25. **John Dillard** (BBA '66, MBA '68), Dillard, Aug. 17. **William Voorhies** (BBA '69), Riverdale, Sept. 22.

1970s

Vance Wingo (BBA '69, MAcc '70), Griffin, June 9. **Cort Nagle** (BBA '70), Cross Hill, S.C., July 13. **Mary Sellers Massey** (BBA '71), Dawson, May 27. **Charles McGinty** (MBA '71), Slidell, La., Sept. 18. **Roger Pearce** (BBA '71), Covington, July 6. **James Turner** (BBA '72), New London, Conn., July 6. **Thomas Valentine** (BBA '72), Grosse Pointe Woods,

Mich., July 12. **Alan Okun** (BBA '73), Boca Raton, Fla., July 24. **Guy Costabile** (BBA '75), Norcross, Sept. 15. **Benjamin Simpson** (MBA '75), Macon, May 30. **Henry Holle** (BBA '77), Lagrange, Aug. 28. **Larry Strong** (BBA '79), Athens, Aug. 13. **William McElveen** (BBA '80), Tampa, Fla., June 25.

1980s

Bryan Bluestein (BBA '82), Columbia, S.C., Sept. 7. **Jane Lauer Maddox** (BBA '82), Atlanta, May 31. **Kenneth Bush** (MBA '84), Beaufort, S.C., June 25.

1990s

John Foil (BBA '90), Winder, Aug. 3. **James Estes** (BBA '94), Powder Springs, Sept. 4. **Travis Roberts** (BBA '98), Marietta, June 7.

2000s

Aaron Stallfus (BBA '02), Miami, Fla., Sept. 29. **Mandy Weeks-Munford** (MBA '06), Fitzgerald, Sept. 18. **Christopher Ovesen** (BBA '10), Lawrenceville, Sept. 10. □

Drosos

continued from 29

is strategic listening — she almost computes out: Here is what you should do.” Sometimes, he says, she would take a problem and say, “‘Let me noodle on that and get back to you.’ She doesn’t try to come off as The Great White Hope of the business world, but a collaborator.”

“She’s committed to a greater cause than just profit,” he says. “In general, she works because of purpose. That shows through in everything she does. The residual impact — she didn’t do that for the resume, but to help orphans’ lives. It’s the same thing she’s doing now.”

At a luncheon following Gina’s TLSS appearance on campus, two female Terry students have taken away not only Gina’s impressive business strategies and successes, but another image they find encouraging: Rachael Jay says, “Sometimes I think I need to know everything. It’s a relief to know that as a leader, you don’t.” Kathryn Hester loved seeing photos of Gina’s family in the mix, and hearing about their motto of “Togetherness!” “In this climate, it can seem hard to have both a family and a successful career,” says Hester. “Sometimes,” adds Jay, “it seems you can only have one or the other.”

Back home in Ohio, Gina Drosos is sitting outside at a Thai restaurant near her office. “I don’t want this to come out the wrong way, but . . .” she says hesitantly, “I sort of wish I wouldn’t be on the cover of the *Terry Magazine* issue about women.” She’d felt the same way about being one of the *Fortune* Top 50 Women, she says. “Would I make it into the *Fortune* Top 50, period?” she wonders. Sometimes, she gets frustrated at how slow progress for women seems to be. But at times the only response might be to laugh it off. Recently, she says, daughter Claire was chosen as one of 10 students in her school to participate in an advanced math and reading project.

“It was a big deal, an honor for her,” Gina says. But on the morning of the students’ first gathering, while Gina was in a meeting, her daughter texted her:

“I’m the only girl!”

“You know, I started to get up on my high horse,” says Gina. “Really? Is this where we are? In this day and age, there are no other girls in this academic project? Then I looked around the conference table at the meeting I was in.”

She texted her daughter back:

“Me too.”

Gina laughs, shrugs, and gets back to work. ■

Classnotes

continued from 81

won the Byron Nelson Championship golf tournament for his first PGA Tour title. **Jessie Barnett** (BBA ’08, MPH ’10, PhD ’13) of Rochester Minn., is a full-time public health staff member at The University of Minnesota. **Anderson Warlick** (BBA ’08) of Gastonia, N.C., married Annie Browning Smith. He is employed at Parkdale Mills. **Jide Wintoki** (PhD ’08), associate professor of finance at The University of Kansas, received the 2014 Bryon T. Shutz Award for Excellence in Teaching. **Courtney Bodie** (BBA ’09) was honored by the Augusta Metro Chamber of Commerce and *Augusta Magazine* as a Top 10 area young outstanding professional. **Ben Gooding** (BBA ’09) of Columbia, S.C., was named an associate in the law firm Sowell Gray Stepp & Laffitte, LLC. **Ben Katz** (BBA ’09) has relocated to Burr & Forman’s law firm office in Nashville, Tenn. **Carney Simpson** (BBA ’09) of Atlanta was hired as a new associate at the law firm Hunton & Williams LLP.

2010–14

Jared Barnett (MBA ’10, JD ’10) of Atlanta joined SK Commercial Realty as vice president of investments. **Ali Charania** (BBA ’10) of Atlanta joined The Richard Reid Team within Direct Link Realty. **Spencer Coan** (MBA ’10) of Atlanta joined SK Commercial Realty as senior vice president of investments. **Danny Goepp** (BBA ’10) is operating Navato, Calif.’s first Chick-fil-A. He has supervised restaurant openings across the U.S. **Matt Shields**

(MBA ’10) of Atlanta joined Hovde Group as a director in the equity capital markets group. **Tiffany Knight Hodson** (MBA ’11) and husband Beau are pioneers in the food truck business in Gwinnett County, owning Mac the Cheese and The Atlanta Burger Truck. **Josh Murray** (BBA ’11) of Athens won the hand of Andi Dorfman on ABC’s “The Bachelorette.” **Jed Vorhoff** (BBA ’11, BSEd ’11) of New Orleans, La., received an Aldrich Fellowship from Tulane University’s Freeman School of Business, where he is enrolled in the MBA program. **Raleigh Garrett** (BBA ’12) of Milledgeville is the third generation of Garretts working in G & S Gas Services Inc. The company was recently profiled in *The Union-Recorder*. **Mitchell Snyder** (BBA ’12) of East Rutherford, N.J., joined Cushman & Wakefield as a financial analyst working with the firm’s Metropolitan Area Capital Markets Group. **Ellis Edwards** (BBA ’14) of Atlanta saved the life of 8-year-old Hayden Butler of Kentucky, through his donation of bone marrow. Ellis registered with Be the Match national registry while a student at Terry (see story on p. 13 of Spring 2013 issue of *Terry Magazine*) and hopes his experience will encourage others to be bone marrow donors. **Karishma Merchant** (BBA ’14) of Athens and classmate Jawad Nasir created the “Humans of UGA” project modeled after UGA history graduate Brandon Stanton’s *New York Times* bestselling book and social media project *Humans of New York*. ■

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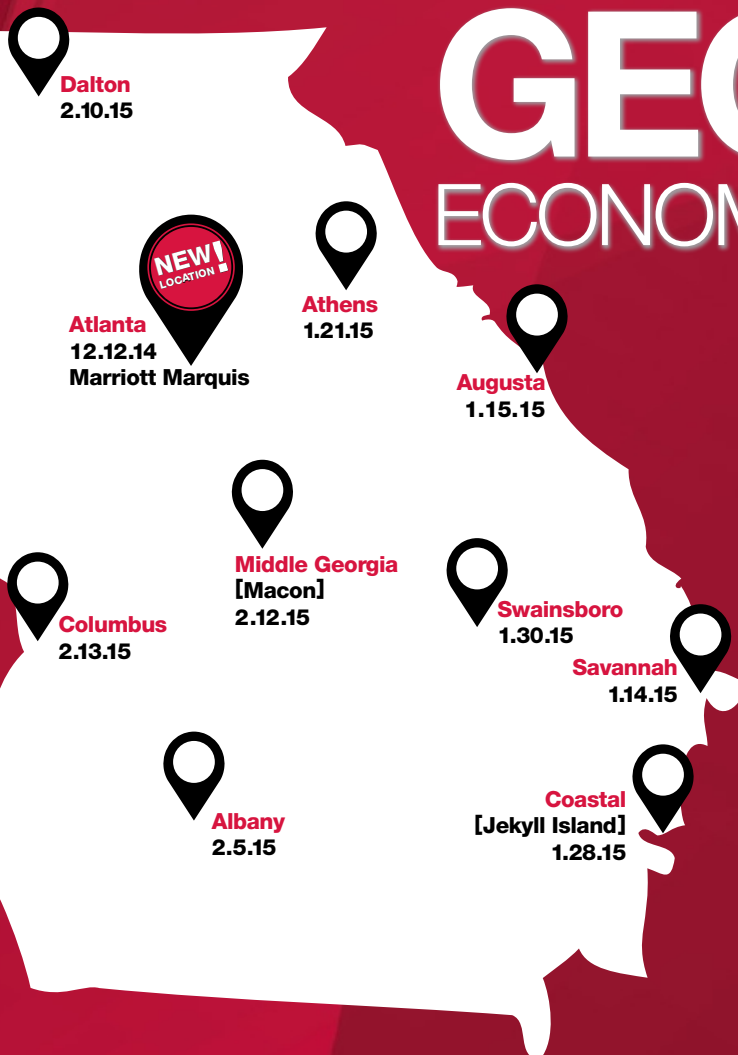
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