

A portrait of Ben Ayers, a man with short brown hair, wearing a dark pinstripe suit, a white shirt, and a red tie. He is smiling slightly and looking towards the camera. The background is a blurred outdoor scene with green foliage.

Ben Ayers takes the helm

Terry's new dean headlines our spring
issue with a special focus on Athens



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Everything's coming up Terry!



Is it just me . . . or is Terry on a hot streak?

When UGA went looking for a new president, the search committee chose Terry legal studies professor Jere Morehead, who was doing double duty at the time as the university's senior vice president for academic affairs and provost.

When Terry needed an interim dean to succeed Robert Sumichrast, the university chose former UGA president Chuck Knapp, who held an academic appointment in Terry's economics department during his tenure as president.

When a full-time dean was chosen, the man of the hour was Terry accounting professor and Earl Davis chair-holder Ben Ayers, who has served with distinction as director of Terry's highly regarded J.M. Tull School of Accounting.

When Terry needed to hire a construction firm for the first phase of the Business Learning Community project, the man who helped broker the Correll Hall deal with the UGA Architects was Terry alum and former Hardin Construction CEO Brantley Barrow (BBA '76).

When the university needed a new budget director, they hired Terry alum Ryan Nesbit (MBA '91). And when the UGA Alumni Association needed a new president, the person chosen was Tim Keadle (BBA '78), who becomes the fourth consecutive Terry alum to head the alumni association.

Without conducting a formal market survey, I detect a definite trend emerging here. And readers will see a similar trend in this localized, Terry-in-the-news edition of *TM*, which we have dubbed "The Athens Issue."

Terry people play such important and impactful roles in the economic health and well being of the Athens metro area. Terry people are into hotels and housing. They run our business college, they make new business learning communities happen, they maintain our university's fiscal health. They make pizza and beer . . . and they dress us for success.

Speaking of success, I would like to include what Martee Horne (BBA '78), senior director of Terry's development and alumni relations office, said at a recent reception in Chuck Knapp's honor. In a wide-ranging tribute heavily laden with funny, but appropriate football metaphors, Martee said the following about Chuck's eventful year as interim dean and steward of the college's *Building Terry* campaign:

"Chuck hasn't fumbled the ball this season. Several times he did want a time out, but that's against our rules because this team plays a hurry-up offense."

When Martee reeled off Chuck's contributions to Terry in the past year, the sum total of his efforts was staggering. Here's a partial list, by the numbers:

- 9 *Building Terry* campaign rollout events • 3 campaign cabinet meetings • 2 TDAC meetings • 2 Alumni Board meetings • 2 Young Alumni Board meetings • 9 Economic Outlook presentations • 150 alumni recruitment visits • \$14 million raised for the campaign.

Martee concluded her remarks by handing Chuck an autographed football signed by her development and alumni relations team (see Gatherings photo on p. 23). "We thank you for a great season, Coach Knapp!" she said. "And as you become a free agent, we hope that you and your wife Lynne can relax and enjoy all that life has to offer because you both truly deserve it!" 🏈

Kerri Hannon

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Focusing on quality

Having been a faculty member at Terry for 18 years, I enter the deanship knowing a lot about the university, about Terry's outstanding faculty, students and programs, and about the Tull School of Accounting, where I served as director for nine years. And while I will experience the college from a different vantage point in my new role as dean, Terry's goal of providing the highest-quality education for our students remains foremost in my mind. A lot of people deserve credit for making this one of the nation's best institutions for business education, and Terry faculty are certainly a key component. Our educational offerings are stronger than ever, with our undergraduate programs ranked 15th nationally among public universities.

University of Georgia President Emeritus Chuck Knapp stepped in as interim dean for the past year, and he has been an unparalleled supporter of our students and faculty. Dr. Knapp shepherded our latest class of Deer Run Fellows, and always made himself available to students. He helped steer the Terry College toward a brighter future by becoming a tireless advocate for our *Building Terry* campaign that will create a new and better learning community for business education at the nation's first publicly chartered university. Thanks to Dr. Knapp's hard work, we have moved to within 10 percent of our fundraising goal.

Dr. Knapp has provided me with insight and advice that stems from his accomplished career as an economist, educator, and leader. On behalf of every member of the Terry family, let me say, "Thank you, Chuck, for all the hard work you've done on behalf of this college. It has not gone unnoticed."

The welcome and support my family and I have received from Terry's network of alumni and friends during this transition period stems from the quality of our college and the deep ties that so many feel for this place. I look forward to working with dedicated Terry faculty, staff, and alumni to ensure that our students have the best learning opportunities to equip them for successful futures. 



UGA PHOTOGRAPHY

Benjamin C. Ayers

Dean and Earl Davis Chair in Taxation

busdean@uga.edu

Agenda

JULY

- 17 Terry Third Thursday**
Speaker: Andy Lipman, Motivational Speaker, Fundraiser, Author
7 – 9 a.m., Terry Executive Education Center, Atlanta

AUGUST

- 21 Terry Third Thursday**
Speaker: Jack Harris, President, Junior Achievement of Georgia
7 – 9 a.m., Terry Executive Education Center, Atlanta

SEPTEMBER

- 4 Tull School of Accounting Career Fair**
- 17 Terry MBA Alumni Reception**
6 – 8 p.m., Atlanta Metro Chamber of Commerce
Rooftop Pavilion
- 18 Terry Third Thursday**
Speaker: Jere W. Morehead, President, The University of Georgia
7 – 9 a.m., Terry Executive Education Center, Atlanta

OCTOBER

- 4 Terry Homecoming Tailgate**
Brooks Hall lawn, three hours prior to kickoff
- 16 Terry Third Thursday**
Speaker: Bernie Marcus, Chairman, The Marcus Foundation
and Co-Founder, The Home Depot
7 – 9 a.m., Terry Executive Education Center, Atlanta

NOVEMBER

- 10 Terry Professional Women's Conference Reception**
6 – 8 p.m., Atlanta
- 11 Terry Professional Women's Conference**
8 a.m. – 4 p.m., Atlanta
- 20 Terry Third Thursday**
Speaker: Daniel P. Amos, Chairman and CEO, Aflac
7 – 9 a.m., Terry Executive Education Center, Atlanta

DECEMBER

- 12 Georgia Economic Outlook**
11 a.m. – 2 p.m., Marriott Marquis, Atlanta
- 19 UGA Fall Commencement**

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

Fine Print

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Terry magazine is published by the Terry College of Business Office of Marketing and Communications.
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Cover photograph: Cassie Wright



Ayers takes the helm

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Ben Ayers, long-time director of Terry's highly regarded Tull School of Accounting, is the new dean of the college. Ayers holds the Earl Davis Chair of Taxation, he is an award-winning teacher and researcher, and he assumes the deanship at an auspicious time in Terry's history as a new business school campus is taking shape on North Campus.

Interview by Kent Hannon



TERRY CLOTH

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Dick Ferguson (BBA '62) runs an iconic Athens men's store that taught his three sons (all three of whom are Terry graduates) the facts of business life. Given all they've achieved in their careers, you might say that the Ferguson boys were dressed for success.

By Charles McNair



A LANDMARK DEVELOPER

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From quaint little cottages to The Standard's high-end, 610-bed complex, Wes Rogers' (BBA '99, MBA '04) right-time, right-place initiatives are revolutionizing off-campus student housing in Athens — and across the country.

By Krista Reese (MA '80)



MR. BEHIND-THE-SCENES

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Former Hardin CEO Brantley Barrow (BBA '76) brokered the Correll Hall deal between UGA and DPR Hardin, which is building the first phase of Terry's new Business Learning Community.

By Matt Waldman (AB '96)

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Terry Magazine iOS App



MBUS grads make the marquee!

On May 8, 76 students from the 2014 class of the Terry Music Business Certificate Program celebrated their graduation by posing for this photo in front of the Georgia Theatre with former theatre owner and MBUS benefactor George Fontaine (dark jacket in front row) in attendance. The day culminated with a graduation party at the iconic Athens venue for friends and family of the program. MBUS Director David Barbe, Associate Director Tom Lewis, Program Coordinator Ansley Stewart, and Lecturer David Lowery presented graduation certificates to the hard-working students. Widespread Panic bassist Dave Schools served as keynote speaker for the event.

Now offering 10 additional courses beyond its core curriculum — including artist management, publishing and licensing, music production, live recording, and promotion and publicity — the MBUS program continues building on its success.

With 450 MBUS alumni spread across the country, Barbe says he is excited about his students' futures:

“Our recent grads have made great inroads into the entertainment industry in careers with record labels, management companies, booking agencies, television production companies, networks, and a number of entrepreneurial endeavors. MBUS grads are very talented individuals with a myriad of career interests — and the new 2014 graduating class has a world of potential.” 📷



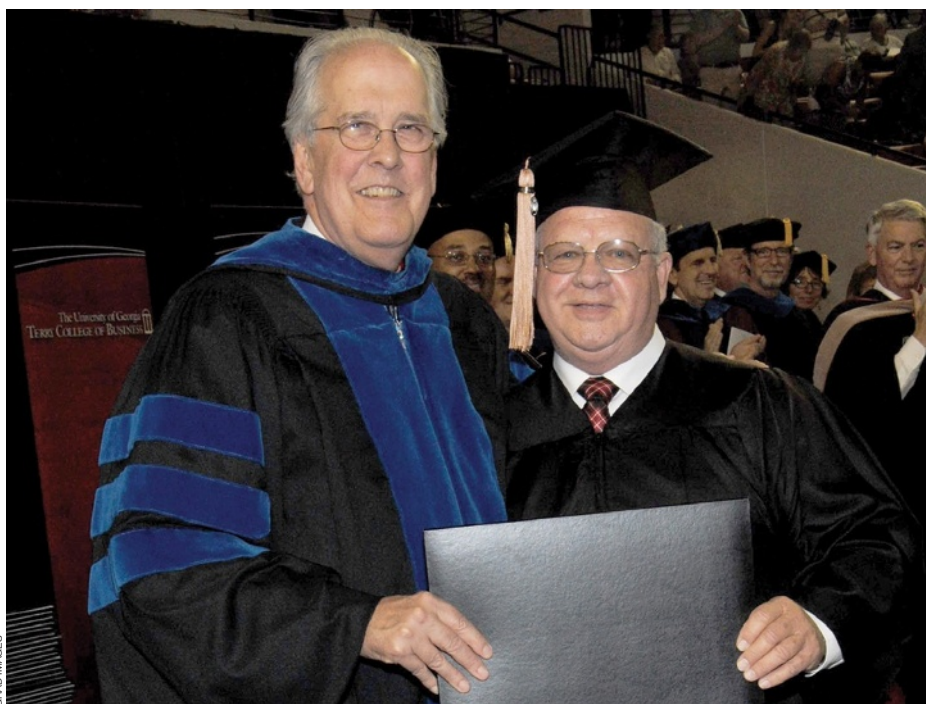
GRADIMAGES



Newsfeed

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


Lt. Barham returns



At the height of the Vietnam War, sworn duty to the U.S. Navy prevented Terry marketing major Charles Barham (BBA '67) from attending his UGA graduation ceremony. On May 9, 2014, after waiting for 47 years, Barham returned to campus to finish the walk he would have made at age 22 if he hadn't been training military pilots. With his wife watching from the seats in Stegeman Coliseum, Lt. Barham marched across the stage to a standing ovation.

"I'm the only one in my family to ever go to college — and complete college. But it's like I went to class one day, then left and never went back," Barham told the *Athens Banner-Herald*. "I am humbled to do it. I feel like I'm representing all the veterans, the MIAs. I'm getting to honor them."

The idea came from Sandie Barham, who surprised her husband with a hand-made graduation invitation as a 48th wedding anniversary present. When Barham arrived at graduation, he was surprised to see his own VIP parking place.


"There were probably people (in that stadium) who lost someone in that war," said the Tyler, Texas, resident. "I was overwhelmed. You go somewhere and do all this work and don't get to finish. I was glad to complete the mission." 

Graduation wisdom from Kessel Stelling

Terry's Class of 2014 was given valuable parting advice from Kessel Stelling (BBA '78), president and CEO of Synovus, during the Graduation Convocation. What follows are excerpts from Stelling's keynote address:

"Thinking big involves being bold and facing your self-imposed limitations. I think back during the toughest times of this financial crisis, when I would often joke with my team that 'short-term' means today and 'long-term' means Friday. But we never quit dreaming about the company we would have post-crisis and the relationship we wanted to have with all of our customers.

"True success, the kind that survives long term, can only be achieved by hard work and perseverance. Our world has changed so much since I got out of college. One thing that hasn't changed is that hard work and perseverance still forge the path toward reaching your professional goals.

"The opportunity to serve others, no matter what career you choose, is one of the reasons I got into banking to begin with. . . . I promise you'll find nothing more rewarding in life than the privilege of serving others." 

— Matt Weeks

accolades

David Mustard, associate professor of economics at Terry, was awarded UGA's highest instructional honor, the Josiah Meigs Distinguished Teaching Professorship. Mustard joined the Terry faculty in 1997 and teaches a variety of microeconomics courses, from introductory classes to graduate seminars.



Mustard's student evaluations reveal several themes, including challenging students to think critically, generosity with his time, and genuine care and concern for students. One student wrote he "taught me how to think in a structured and logical manner — a skill that ultimately landed me my first job." Another described him as the "kindest, most personable professor I've had at UGA."

Rick Watson, the J. Rex Fuqua Distinguished Chair for Internet Strategy, was named a Regents Professor by the Board of Re-



gents of the University System of Georgia. The professorship, which includes a \$10,000 salary increase, is granted for an initial period of three years and may be renewed. No more than one such award may be given at UGA in any year.

"Dr. Watson's scholarship is on the leading edge of the rapidly evolving field of information systems, and he demonstrates a selfless dedication to his students and to the wider global community," said Provost Pamela Whitten, whose office oversees the review process. [\[i\]](#)

MIT goes online

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

Working professionals now have an opportunity to upgrade their IT skills, thanks to Terry's new Online Master of Internet Technology program. Launching in the fall, the program is already accepting applicants who are seeking a flexible way to update their computer skill set and learn about project management and leadership.

"We created this program primarily for working professionals who want to advance their IT careers but who may not be able to attend courses regularly," says Craig Piercy, director of the MIT program. "The flexible class schedule allows students to get their work done from home, at their own pace, while still having access to our faculty, who are both industry professionals and award-winning IT researchers."

The MIT degree addresses the gap between business strategy and technical know-how, with the aim of preparing students to lead digital initiatives as a business analyst, project manager, or application developer.

The coursework consists of 10 classes, and it takes five semesters to complete. Prerequisites are an undergraduate degree from an accredited institution, an introductory course in Java (available locally or online through UGA's Center for Continuing Education), and a laptop computer with an Internet connection.

The first year of the program focuses on coursework, while the second allows students to put their new skills to use in a capstone project for a corporate client. Capstone projects in the past have included creating an Android app for the Centers for Disease Control and Prevention, and improving the user interface of the Atlanta Radio Theatre Company's website.

Tuition runs \$13,716 for in-state students and \$23,264 for non-residents. More information about the degree, the application process, and financial aid is available at terry.uga.edu/mit. [\[i\]](#)

The screenshot shows the UGA ONLINE website. At the top, there's a navigation bar with links: Home, Online Offerings, For Students, For Faculty, About Us, and Apply Now. Below this is a large banner image of a classical building. The main heading is "Master of Internet Technology (MIT)". Underneath, there are tabs for Degree Description, Curriculum, Admissions, and Tuition and Financial Aid. The "Degree Description" tab is active, showing text about the program's focus on business strategy and technical know-how. To the right of the text is an image of a man in a suit holding a globe. On the left side of the page, there's a sidebar with "Online Offerings" listed under "UNDERGRADUATE" and "GRADUATE" sections. The "GRADUATE" section lists several master's programs, including the Master of Internet Technology (MIT). At the bottom, there's a section for "ONLINE CERTIFICATION PROGRAMS AT UGA" and a link to the "ONLINE COURSE CATALOG".

Volunteering increases performance

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


Volunteerism is on the rise in the U.S. with more than a quarter of Americans engaging in charitable work. But how do all the hours spent working for free affect workers' on-the-job performance? According to new research conducted by Terry College management professor Jessica Rodell, employee volunteering is linked to greater workplace productivity and satisfaction.

"Overwhelmingly, employees who volunteered give more time and effort to their jobs, are more willing to help out their colleagues, talk more positively about their companies, and are less likely to do detrimental things like cyber-loaf or waste time on the job," says Rodell, whose theory is that the improved productivity comes from an influx of meaning in employees' lives gained through charitable work.

"People have a thirst for meaningful experiences. Once we have some, we want more. The most obvious effect is that if we have meaning in our jobs, we want meaning everywhere else. We will search out doing meaningful things."

If people's jobs aren't meaningful, volunteering still works, says Rodell, because it can instill meaning in people's lives.

The research provides implications for managers and employment-seekers as well. When hiring workers, finding one who regularly volunteers can be a strong indication that they'll be a productive worker. And for those who are looking for work, adding their charitable work to their résumé can send a positive signal about future output.

"The general takeaway," says Rodell, "is that having employees who volunteer is good for the workplace. It's good for the employees, for the company, and for the nonprofit agency that relies on it." 




Mohammed Riazuddin Abdul Gaffoor (MBA '13) volunteering at the Athens Project Safe Thrift Store in 2011.

Terry excels at case comps

At the **Association for Corporate Growth Case Competition**, Terry MBA students Daniel McBrayer, Amanda Muhleisen, Shayla Worley, and Patrick McShane finished first. The team was overseen by finance professor Tao Shu and Terry alumni Patrick Coyne (MBA '94), Matt Clark (BBA '92, MAcc '93, MBA '04), Logan Ide (MBA '95, JD '95), Tim Murphy (BBA '96), and Jason Karnes (MBA '05). This is the second year in a row that a team from Terry achieved first place.

Terry was fourth at the **National Diversity Case Competition**, where more than 200 B-Schools submitted entries to the competition; only the top 32 were invited to compete. The Terry team consisted of undergrads Kevin Brinson, Marissa Pulido, Christopher Lewitzk, and Krystal Lo.

A team of Terry MBA candidates earned second place at the annual **Chartered Financial Analyst Institutes's Southern Classic Research Challenge** in Atlanta — known as "the investment Olympics" because it tests the equity research and valuation, investment report writing, and presentation skills of top university students. The Terry team consisted of Will Corbitt, Brady Benz, Kevin Horodas, Nick Sadlouskas, and Sid Sen.

A four-student team from Terry dominated the **Net Impact Case Competition**, taking first place at this Colorado event. Team captain Betsy Curry and team members Alix Luce, Kari Baker, and Ariel Brassil represented the Terry chapter of Net Impact, a club that helps students apply B-School knowledge to social and environmental causes. 

Retirees strengthen economy

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

The State of Georgia can bolster its economy by attracting more retirees, according to research conducted by Terry's Selig Center for Economic Growth. The state's warm weather, natural amenities, and an inviting tax structure make Georgia an ideal place for retirees, who bring money, jobs and economic security, says Jeff Humphreys, director of the Selig Center.

"Demographic and economic trends are coming together to create an unprecedented opportunity in U.S. economic history for retiree-based economic development," says Humphreys (*AB '82, PhD '88*). "The retirement of the baby boomers is a very strong demographic trend that is virtually locked in until approximately 2028. And a lot of leading-edge boomers who have been locked into their current homes by the housing bust are beginning to move as the ice thaws in the nation's housing markets. That's happening right now."

In recent years, Georgia has attracted, on average, 16,000 retirees per year — who have brought with them a net worth of \$8 billion and created 28,800 jobs.

For every 100 retirees who migrate to Georgia, 55 jobs are created. The jobs tend to be in hospitals, home construction, food and beverage services, doctor's offices, and real estate, but the multiplier effect ripples throughout the economy.

"Retirees make rural areas less vulnerable to the ups and downs of commodity markets and less exposed to global competition," says Humphreys. "Relative to people with jobs, in-migrating retirees have steady incomes that are not dependent on local economic conditions. So retirees' pension, investment and Social Security incomes can help cushion layoffs or reductions in hours worked."

To create this analysis, Humphreys scrutinized state and county-level data reported by the U.S. Census Bureau from 2007-11. He found that most of Georgia's retirees migrate from other states. Florida provides the most Georgia retirees, but New York is second, and many Georgia retirees come from the upper Midwest. [\[i\]](#)



Netter will head finance department

Jeffery Netter, who holds the Georgia Bankers Association Chair of Banking, has been named head of Terry's finance department, effective Aug. 15.

A Josiah Meigs Distinguished Teaching Professor and an ad-



junct professor in UGA's School of Law, Netter has served as interim department head since 2011.

"I'm pleased to appoint Jeff Netter head of the finance department," said Interim Dean Charles Knapp. "He has done an excellent job as interim head while still maintaining a very productive research program and his status as one of the top teachers at the university."

Netter, an expert on corporate governance and public choice, succeeds Annette Poulsen.

A managing editor of the *Journal of Corporate Finance*, Netter earned a J.D. from Emory, a Ph.D. and a master's from Ohio State, and a bachelor's from Northwestern, all in economics. [\[i\]](#)

Terry sparkles on CPA exam

Graduates of Terry's J.M. Tull School of Accounting distinguished themselves in the most recent rankings of first-time CPA exam pass rates. Tull School grads ranked No. 2 among large programs — and No. 1 among public schools — with an 83.8 percent first-time pass rate. (BYU was No. 1 with an 84.2 percent pass rate). Among all programs, Tull ranked No. 6 — and No. 1 again among public schools. [\[i\]](#)

Top scholar-athletes

A pair of well-known Terry College students — UGA swimmers Shannon Vreeland and Andrew Gemmell — have received prestigious NCAA Postgraduate Scholarships worth \$7,500. With a long-standing tradition of academic excellence, the UGA swimming and diving program has now produced 32 NCAA Postgraduate Scholars.

SHANNON VREELAND



Vreeland

Vreeland helped the Lady Bulldogs extend UGA's streak of SEC championships to five in February, and she was one of the mainstays of the team when the Georgia women won their second consecutive NCAA title in March. At the SEC meet, she won the 200 freestyle and placed second in both the 100 and 500 freestyle. At the NAAs, she placed second in the 200 freestyle, fifth in the 100 freestyle, and sixth in the 500 freestyle.

Vreeland, who won an Olympic gold medal for the U.S. in 2012 as a member of the 800-meter relay team, was also chosen as the SEC's H. Boyd McWhorter Female Scholar-Athlete of the Year for all sports, for which she received a \$15,000 SEC Postgraduate Scholarship.



Gemmell

The Overland Park, Kan., native is double majoring in economics and international affairs. She was named a recipient of the Ramsey Scholarship for Academic and Athletic Excellence. She is also a recipient of the Lisa Coole Memorial Scholarship. She is a past member of the Capital One Academic All-America and CSCAA Scholar All-America squads.

Vreeland's favorite teacher is Terry College legal studies professor Marisa Pagnattaro.

As for the future, Vreeland thinks she'll go to graduate school with a focus on international relations. And she intends to work overseas when her swimming career is over.

ANDREW GEMMELL

Gemmell (BBA '14) led the Bulldogs to a third-place finish at the SECs and to fifth place at the NAAs.

A Wilmington, Del., product, Gemmell received the Outstanding Achievement in Economics Award at Terry's Honors Day. Like Vreeland, he was awarded an SEC Postgraduate Scholarship. Gemmell was the 2013 SEC Scholar-Athlete of the Year for swimming, and he is a past member of the Capital One Academic All-America and CSCAA Scholar All-America squads. Gemmell earned a Ramsey Scholarship for Academic and Athletic Excellence, and twice has won UGA's Scholar-Athlete Award for having the highest GPA on the swimming and diving team.

Gemmell's father is a swim coach, his mother is an accountant, and his career aspirations include law school. His favorite UGA teacher is Terry economics professor and Meigs Award winner David Mustard (see p. 11). [@](#)

quoted

Legal studies professor **Nathaniel Grow** was quoted in an April 7 *Wall Street Journal* story ("San Jose Takes Its Hacks Against Baseball") wherein Grow discussed a case



involving a Major League Baseball team's ability to change cities that has been fast-tracked to the U.S. Appeals Court. Grow defends

MLB's anti-trust exemption, citing organizational stability that benefits the public because teams seldom leave communities. However, if the Supreme Court ever agrees to consider the exemption again, Grow says, "I'd be surprised if baseball wins."

Grow was also quoted in the June 5 *San Jose Mercury News* ("NCAA on Trial: Student players seek share of big-time college sports dollars") in a story about the O'Bannon v. NCAA antitrust suit in federal court in Oakland, Calif. According to the story, former UCLA basketball star Ed O'Bannon "is suing the NCAA over its use of former student athletes' images in DVDs, video games, photographs, apparel and other material...[he] says the NCAA illegally has athletes sign away their rights to the commercial use of their images and does not share any of the proceeds from their use with former athletes."

Grow believes the outcome of the trial could set precedent for other cases against the NCAA.

"Obviously the case is important because it's the first one," says Grow, who also discussed the O'Bannon case on CBS Radio in San Francisco. "This really sets the stage for a lot of issues that would follow." [@](#)

Keadle continues Terry trend

By Kent Hannon

Continuing a trend that started in 2007, Atlanta accountant Tim Keadle (BBA '78) is the fourth consecutive Terry College graduate to be named president of the UGA Alumni Association.

"As the first year of my two-year term comes to end," says Keadle, who is a partner at Porter Keadle Moore, "I can truly say that I more fully understand the depth and breath of The University of Georgia — and also the torrid pace that's required of the UGA Alumni Association in order to fully serve 283,000 living alumni!"


With roles on the UGA Foundation Board, the UGA Athletic Association Board, and University Council, Keadle says, "My hands are never idle! But each day I look forward to serving the University of Georgia."

Keadle is the eighth Terry College grad to serve as UGA Alumni Association president. His immediate predecessors are Steve Jones (BBA '78), Vic Sullivan (BBA '82), and Trey Paris (BBA '84, MBA '85). Other Terry alums who have served as AA president over the years include Sonny Seiler (BBA '56), Abit Massey (BBA '49), Kirby Moore (BBA '68), and Bob Argo (BBA '50).

Terry's J.M. Tull School of Accounting asked Keadle to teach a new master's level class this spring titled Accounting and Auditing Research in Practice.

"The class brings current market experience into the classroom for the direct benefit of students who will soon be embarking on a career in public accounting," says Keadle, "and I will be teaching the same course again in spring 2015."

Keadle began his association with UGA in 1974 when he was a member of the freshman football team. And when he gets together with his family, it's like a Terry College reunion.

Tim's wife, Kitty Thomas Keadle (BBA '78), their daughter Georgia Keadle Hardison (BBA '04, MAcc '05), and son Walker (BBA '08) are all Terry grads. (As a junior at UGA, Walker was the mic man for the Bulldog cheerleaders.) Tim's brother, Homer Haygood Keadle Jr. (BBA '71) is also a Terry grad. 



The Keadle family is 100 percent UGA/Terry. Back row: Tim Keadle (BBA '78), Kitty Keadle (BBA '78), Patsy Keadle Clifford (BSEd '63), Walter Clifford (BS '62), Elaine Buffington Keadle (MEd '72), Homer Keadle (BBA '71). Front row: Georgia Keadle Hardison (BBA '04, MAcc '05) and Walker Keadle (BBA '08).


Dawkins wins "Dream" award

Mark Dawkins, associate dean for academic programs and




a professor of accounting at Terry, received the 2014 President's Fulfilling the Dream Award for his work in the Athens-Clarke

County community to make Dr. Martin Luther King's dream of equality and justice a reality.

Dawkins was the college's first director of diversity relations from 2004–08, he served as president of UGA's Black Faculty and Staff Organization for five years (2007–12), and he continues to serve on the group's executive committee. He has an open door policy and often meets with students over lunch to discuss their progress at UGA and career options after graduation. He and his wife, Janyce, host students, faculty and staff at their house several times each year. 

MBUS shares GABBY award

"The Sound of Athens," a music series produced through a partnership between WUGA-FM and Terry's Music Business Certificate Program, won a GABBY Award for long-form radio production from the Georgia Association of Broadcasters. MBUS Director David Barbe is producer/host of the series. Chris Shupe, program director for WUGA, assists in production. UGA students record, produce, and edit live music performances by national and regional artists for use on the show. 

Executive Programs hires new director

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


Michael Jenkins, who recently headed up executive development at Home Depot, has been named senior associate director of Executive Programs at the Terry College.

“My responsibility is in three areas,” says Jenkins. “The first one is conferences and symposiums. The second is open-enrollment programs, which involves developing and maintaining a calendar of classes that address the needs of area businesses. The third area is custom programs, which are opportunities to work directly with businesses and companies to assist them with the development of their employees. We meet with them, determine their needs and what they’re hoping to accomplish, then build a program that will help them to achieve their objectives.”

A veteran of several Fortune 500 companies, Jenkins has a Ph.D. in industrial and organization psychology. He was a management professor at Southeastern Louisiana University before beginning his career in HR and talent management.

“This new role with Terry allows me to combine my academic experience as a professor with my experience in a corporate business environment,” says Jenkins. “It’s a nice way for me to get back into the academic world without following the typical tenure-track faculty route.”

During Jenkins’ time in the corporate world, the possibility of returning to academia always interested him. The timing of this opportunity with Terry seemed a perfect fit.

“When I first became aware of UGA’s Executive Programs,” says Jenkins, “I was with Home Depot and I was meeting with my predecessor at Terry to discuss development programs for our company. For a lot of my career in the corporate world, I’ve actually been a consumer of this service, whereas now I’m selling the service that I used to buy.” 




A veteran of several Fortune 500 companies, Jenkins has a Ph.D. in industrial and organization psychology. He headed up executive development at Home Depot before being named senior associate director of Executive Programs at Terry.

Rubin speaks at Terry’s annual Mason Lecture

Robert E. Rubin, co-chairman of the Council on Foreign Relations and a former U.S. treasury secretary from 1995–99, spoke in the university Chapel on April 22 as part of the Mason Public Leadership Lecture.

Rubin said the American public’s loss of faith in government could be devastating to the long-term success of the U.S. economy. He called on students at UGA to be part of an informed and actively engaged electorate demanding more effective government, and he called restoring effective government the “fundamental challenge of the future” for the U.S.

Supported by a donation from Atlanta attorney Keith Mason (BBA '82, JD '85), who has held various public service roles throughout the past 20 years, the Mason Lecture is part of the Institute for Leadership Advancement’s student-led Terry Leadership Speaker Series. 



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Research and Innovation

Advances from the Terry College of Business

Online buzz forecasts sales

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

Companies can significantly improve their ability to forecast how new products will fare in the marketplace by analyzing online consumer buzz in blogs and online forums before product launch, according to a research paper written by marketing professors Sundar Bharadwaj and Guyang Xiong and published in the most recent edition of *Marketing Science*.

“Consumers frequently talk about forthcoming products,” says Xiong. “But unlike conventional consumer conversations that occur in person, online buzz is curated and can be tracked in terms of date and time. With the decline in computing and storage

costs, it has become increasingly affordable for companies to keep a record of the history and evolution of consumer buzz over time.”

Because buzz varies greatly from product to product before release, it contains valuable information that can forecast new product sales and predict new product performance.

“A sales forecast obtained from analyzing the shape of only a partial history of buzz evolution — say, ending two months before product launch — can sometimes be more accurate than using the total volume of all buzz up until the day of product release,” says Bharadwaj, who holds the Coca-Cola Company Chair of Marketing at Terry.

This approach to forecasting new product sales before launch allows sufficient time for managers to make necessary changes to the product or to marketing plans. By way of contrast, traditional forecasting — which depends on product sales during the first few weeks to predict future sales — not only delays forecasting but also severely restricts the ability of the firm to modify product.



CASSIE WRIGHT

The Terry researchers found that pre-release consumer buzz pertaining to a product can even be used to predict the stock price of the company at the time of product launch.

“Pre-release buzz also provides stock market investors with important information to predict the chance of product success,” says Xiong.

“It turns out that, before product launch, stock prices quickly reflect changes in pre-release buzz,” says Bharadwaj. “The availability of pre-release buzz reduces the level of surprise in the stock market at the time of product launch, since the investors have already adjusted their expectations based on the buzz before product launch.”

The authors arrived at their conclusions by examining blog and forum postings for more than 650 new video games released between 2009–10. They used recent advancements in statistics research to analyze the shape of each product’s pre-release buzz evolution path.

The authors also examined the factors influencing pre-release buzz, providing guidance for firms as how to manage pre-release buzz evolution to enhance new product performance. “Sales forecasting before product release has been an important but challenging task, especially for new products without prior sales history,” says Xiong.

According to this new research, to accurately predict new product success managers

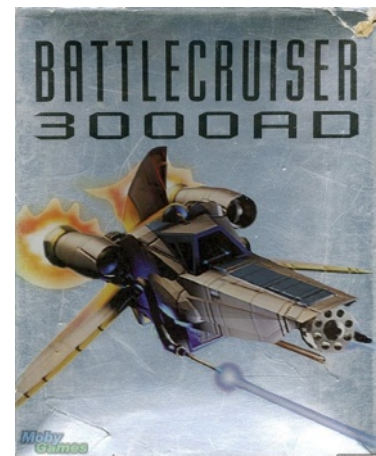
In studying how online buzz affects product sales, Terry researchers found that when the volume of buzz declines over time, it may imply that the market has decided that a new product is not as attractive as initially believed. For instance, consumer excitement faded before the launch of video games Daikatana and Battlecruiser 3000 A.D., both of which had ambitious concepts and marketing campaigns.

should not only monitor how much pre-release buzz there has been in total, they should also keep track of the trend in pre-release buzz over time. In order to understand changes in consumer interest or purchase intent before product launch, it is much more cost efficient to track online buzz than to conduct repeated consumer surveys.

“Moreover, given the financial value relevance of buzz,” says Bharadwaj, “managers should consider more effective means of communicating about it to the stock market investors.”

The authors suggest that, in the future, their research can be taken further to obtain a more detailed understanding of how and why pre-release buzz is an accurate indicator of upcoming product sales. Slicing the data by consumer demographics or across industry lines could lead to more subtle understandings of the mechanisms behind this unique kind of forecasting.

As the social media landscape continues to expand and update, monitoring online product buzz may become even more important — and easier to interpret — than it is today, allowing companies to fine-tune products and product launches to consumer tastes with much more confidence. ■



(from left) To arrive at their conclusions, Terry marketing professors Guyiang Xiong and Sundar Bharadwaj examined blog and forum postings for more than 650 new video games released between 2009–10. Using recent advancements in statistical research, they analyzed the shape of each product’s pre-release buzz.

Faculty recognition

Awards

Accounting professors **Jacqueline Hammersley** and **Emily Griffith** are co-authors of the paper "Auditor Mindsets and Audits of Complex Estimates" that received a Best Paper Award at the American Association of Accountants' Auditing Section Mid-Year Meeting held in San Antonio, Texas, in January.

Accounting professors **Tina Carpenter** and **Jane Thayer** received the Outstanding Manuscript award at the American Association of Accounting Behavior and Organizational Research Conference in October 2013 for their co-authored paper "Auditing Complex Estimates: The Presentation Format of Management's Supporting Evidence."

Management professor **Marie Mitchell** won the Best Symposium Award at the 2013 Academy of Management Organizational



Behavior Division Conference in Orlando, Fla., for "Theoretical and Empirical Developments on Motives of (Un)ethical Decision Making and Behavior." The award is given for the symposium that best exemplifies interesting, important, and high impact research.

Finance professor **Alexander Barinov's** paper, "Stocks with Extreme Past Returns: Lotteries or Insurance," was awarded Outstanding Paper-Investment Track at the Southern Finance Association Meetings held in Fajardo, Puerto Rico, in November 2013.

MIS professor **Nicholas Berente** received the



EAGER award from the National Science Foundation in August 2013 for investigating the management of next generation scientific research enterprises. The grant proposal involves the creation of an online knowledge exchange titled VORTEX (Virtual Organization Resources and Toolkits Exchange) with the intention of encouraging scientists and engineers to collaborate, share, and learn with and from each other. The amount of the grant is \$200,000.

Management professor **Robert Vandenburg** [Arnold Professorship] was awarded \$600,000 from the National Institutes of Health for his project, "Putting Chronic Disease Self-Management Programs to Work: Implementation of the Live Healthy, Work Healthy Program."

Accounting professor **Mark Dawkins** received the Diversity Section Excellence Award from the American Accounting Association in 2013.

Presentations and Mass Media

Finance professor **Ralph Steuer** [Sanford Chair] was



the keynote speaker at the International Conference on Multidimensional Finance, Insurance and Investment held at the University of Bahrain in November 2013. He opened the conference with a talk entitled, "Markowitz Bi-Criterion Portfolio Selection to the Tri-Criterion Case."

MIS lecturer **Chris Hanks** delivered the keynote address at the October 2013 Department of Community Affairs Annual Conference held in St. Simons.

Accounting professor **Linda Bamber** [Tull Chair] delivered the keynote address, "Give and Ye Shall Receive," at the Virginia Area Research Colloquium held at the University of Virginia in May 2014.

Finance professor **Annette Poulsen** [Sterne Chair] delivered a keynote speech on "International Corporate Governance" at the

Chinese Finance Association conference held in Beijing in October 2013.

Economics professor **Berrack Bahadir** was



invited to the Federal Reserve Bank in Atlanta in October 2013 to present "Credit Decomposition and Business Cycles."

Legal studies professor **Nathaniel Grow** has written



a new book about Major League Baseball's antitrust exemption entitled, *Baseball on Trial* (University of Illinois Press, March 2014). Grow has received numerous requests to discuss the particulars of baseball's antitrust exemption, as well as lawsuits challenging the NCAA's commercial use of student-athletes images (see p. 14).

Risk management and insurance professors **Rob**



Hoyt [Moore Chair] and **James Carson** [Amos Professor] are conducting a four-part luncheon series of educa-

tional sessions entitled “The Principles of Risk Management and Insurance” for congressional staff in Washington, D.C. Sponsored by the Griffith Insurance Educational Foundation, the program is designed to provide a better understanding of the fundamental principles underlying many risk management and insurance issues currently before congress.

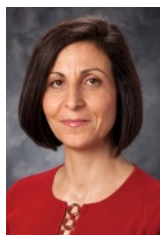
Risk Management and Insurance professor **Steven**



Pottier presented his research, “An Investigation of the Short-Run and Long-Run Stock

Market Response to Insurer Rating Changes,” at the University of Bath in May 2014. The Centre for Strategic Risk and Insurance sponsored Pottier’s visit.

MIS professor **Elena Karahanna** [Rast Profes-



sor] presented “Preventative Adoption of Information Security Avoided Behaviors”

at the International Conference on Information Systems in December 2013 in Milano, Italy.

Marketing professor **John Hulland** [Tanner Chair] presented “Social-Cue

Relevant Product Features and Consumption: The Mediating Role of Brand Communities” at the 2014 Winter AMA Conference in Orlando, Fla.

Real estate professor **Thomas Berry-Stoelzle**



presented “Does One Size Fit All? Determinants of Insurer Capital Structure Around the

Globe” and “Enterprise Risk Management and the Cost of Capital” at the annual meeting of the Western Risk and Insurance Association in Napa, Calif.

Economics professor **David Agrawal** delivered a presentation entitled “State Tax Differentials and Cross Border Shopping” at the Lincoln Institute in Cambridge, Mass., in December 2013.

Marketing professor



Marcus Da Cunha, Jr. presented “Riding Coattails: When Co-Brand-

ing Helps versus Hurts Less-Known Brands” at the Association of Consumer Research North American Conference in Chicago in October 2013. [iii](#)



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1 PESA Summit

The student-run Professional Entertainment and Sports Association hosted its 4th annual summit at Terry. (from left) Allie Fogel, Shayna Brandi, Mara Steine, and Callie Whitlock.

2 Beta Alpha Psi Advisor's Awards

(from left) Terry student recipients Justyn Fudali, Courtney Daniel, Maggie Grady, Eric Morgan, and Morgan Seymour with accounting professor Amanda Farmer.

3 New Leonard Leadership Scholars

Institute for Leadership Advancement welcomed its new Leonard Leadership Scholars.

4 MBUS Mayday

(from left) MBUS staffer Ansley Stewart, Andrew Gialanella (BBA '14), MBUS Director David Barbe, and Associate Director Tom Lewis at the Melting Point for Mayday concert.

5 Core Challenge business quiz winners

(front row) Brent Garner, Graham Hooper, Joseph Berrios, William Lawrence, Assessment Director Myra Moore, and Nicolle Arenas. (second row) Adam Schneider, Alexandra Turac, Associate Dean Mark Dawkins, Alan Sheffield, and Dean Charles Knapp.

6 Joe Frank Harris visits Terry

Former Georgia governor Joe Frank Harris (BBA '58) and his wife Elizabeth visited Dean Knapp and his wife Lynne.


7 Brooks Hall reception for Dean Knapp

In appreciation for Charles Knapp's efforts as interim dean over the past year (see p. 3), Senior Director of Development and Alumni Relations Martee Horne (BBA '78) presented him with a football autographed by her staff.

8 Terry and the Braves

Major Gifts Director Katrina Bowers and Bakari Brock (BBA '02), director of business development at Lyft and a former *TM* cover subject (Spring 2011), attended a Braves-Giants game in San Francisco.

9 Building Terry event in New York City

(from left) Greg Holcomb (BBA '64) and his wife Jennifer, UGA President Jere Morehead, and (in the background) Robert A.M. Stern architect Kevin Smith. 



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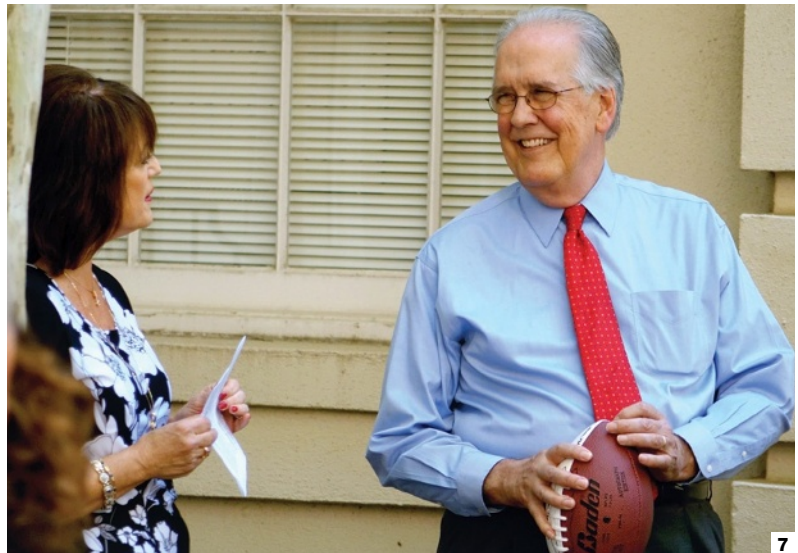
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Ben Ayers takes the helm

The new dean has been a distinguished Terry College faculty member and administrator for 18 years. He is an award-winning professor, a nationally recognized researcher — and the Tull School of Accounting has risen to new heights under his leadership.

Q: You grew up in Heflin, Ala. What was that like and what did your parents do?

Ayers: Heflin is the county seat, but it's basically a small town in rural Alabama. We had three stoplights. My dad was the superintendent of education for the county and later director for our vocational school. My mom was the guidance counselor and psychology teacher at the high school. She also taught at the junior college. My grandfather was a high school math teacher and football coach, and both my parents spent over 50 years in education. Developing a strong work ethic through a series of manual labor jobs beginning at age nine — and performing my best academically — those were focal points in the Ayers household.

Q: What are your high school memories?

Ayers: Heflin was a great place to live and explore as a young man, and I was heavily involved in church and athletics. I played football in high school until I suffered

Interview by Kent Hannon

Photograph by Cassie Wright

broken ribs as a junior and concussions my senior year. Our high school graduated about 110 students. I was salutatorian and president of my junior class. My brother Marc had been valedictorian. He never rubbed it in, but I always said my grades were actually better than his! When Marc finished his undergrad degree in accounting and master's in tax and had a good job in Tampa, it made accounting very attractive to me. I guess it runs in my family because my sister-in-law, Sandy Miller Ayers, earned her BBA and MAcc from Terry.

Q: After earning undergraduate and master's degrees at the University of Alabama, you worked at KPMG in Atlanta and Complete Health in Alabama. What was your career goal at that point?

Ayers: To be a partner with an accounting firm.

Q: What were the KPMG years like and why did you eventually switch to Complete Health?

Ayers: KPMG was a great place — highly motivated, highly intelligent individuals in a fast-paced working environment where you could move up quickly in your career. I spent a year in Atlanta and three years in Tampa — where I was a new manager when the recession hit. A lot of our clients were financial institutions and I was considering a potential 18-month rotation in the firm's national tax practice in Washington D.C. At that point, I chose to move to Birmingham to work for Complete Health and be closer to my family. Complete Health was a privately held HMO and one of the 500 fastest-growing, privately owned companies in the U.S. It was an interesting company to work for — a lot of growth and very entrepreneurial. I was negotiating contracts with hospitals and other healthcare providers. When I was working for the HMO, I was out of the fast-paced world of public accounting and it gave me a chance to think about what I wanted to do with my life long-term. If I had stayed at Complete Health, I would have been linked with the venture capitalists who started Complete Health — and my career path would have been very different. At that point, I felt drawn to the family profession of teaching and to the life goal of having a positive impact on students and the overall business profession.

Q: You got your Ph.D. in financial accounting with a specialty in tax from the University of Texas-Austin. What was the subject of your dissertation?

Ayers: My dissertation focused on an FASB directive (FAS 109) that changed how firms account for income taxes on their income statements. I analyzed the impact

of that change and how investors viewed accounting for income taxes pursuant to this method versus the old method. [Ayers' dissertation later won the American Accounting Association competitive manuscript award — the top award for single-authored research.]

Q: How did your initial hiring happen here at Terry?

Ayers: I was encouraged to interview at a number of schools to ensure that I had good opportunities and could make a well-informed decision. But interviewing for a faculty position is more difficult than you might think. During one of my presentations, I felt like I was in an old western movie where they were shooting bullets at my feet. I felt like I'd been tap dancing for an hour and a half! I did, in fact, receive a job offer after my tap-dancing interview, but the experience solidified what I already knew — that UGA was where I wanted to be.

Q: You were recently recognized as being in the top 5 percent of the most productive accounting researchers over the past 50 years. You've also received 11 teaching awards during your 18 years as an accounting professor at Terry. How did your development as a teacher come about?

Ayers: I learned a lot about teaching — and the impact an effective teacher can have on students — from my parents. I taught my first tax class at Texas, and I loved it. I thoroughly enjoyed working with the students, and it was a great learning experience for me. My goal, both then and now, is to set the bar high, but also to convey that I'm there to help students get over the bar.

Q: That long list of teaching and research awards is impressive — especially for someone who seems so easygoing. What's your secret?

Ayers: I really try to focus on what is important, to remove the clutter and focus on the things that will make a difference. In my Ph.D. program, I watched the faculty take a complicated research subject and boil it down to a simple concept or question. This relates to teaching, too. In the graduate tax research class I've taught at Terry, we focus on how to discern a relevant fact from an irrelevant fact. Once you determine what is relevant, that impacts how you conduct your research and ultimately how you communicate the solution.

Q: What shape was the Tull School of Accounting in when you took the job as a director versus now?

Ayers: Tull has been an outstanding accounting school for a long period of time. We've been very successful in



JASON THRASHER

attracting and retaining outstanding faculty while competing with the best public and private schools for talent. We've been very successful at getting people to realize that this is a different place — where senior faculty want junior faculty to be very successful. And they prove that with their time and their efforts. People are not intimidated by the challenges of making this a better place.

Q: Terry accounting graduates are bonafide stars when it comes to first-time CPA exam pass rates. This year, they finished No. 1 in the country among publics with an 83.8 percent pass rate. And yet, Terry prides itself on not teaching to the exam.

Ayers: Correct. Our goal from day one is for our students to be in a position to out-compete the competition by preparing them in a way that gives them confidence and a skill set that has value, is marketable, and enables them to be successful long term. I see our CPA exam results as a by-product of a rigorous program that provides the technical knowledge to be successful.

Q: The *Building Terry* campaign has been highly successful. Will this support continue long term?

Ayers: The campaign has sent a strong message that our alumni and friends are excited about the bright future we envision. Clearly, they want to invest in the next generation of business leaders. The campaign has drawn us closer to alumni, friends, and employers, and that help our next campaign, which will focus on what will happen inside the Business Learning Community in terms of programs and the quality of faculty and students.

Q: What is the fiscal health of the college as the new Business Learning Community is taking shape?

Ayers: As with any business college, we face fiscal challenges. However, this is a great opportunity for the college to shape our future path in business education. I view the Business Learning Community as a huge plus in



BERT MC DONOLD



(left) Ayers, who holds the Earl Davis Chair in Taxation, has won 11 teaching awards. (top) He and his wife Marilyn have three young children who, like their father, are enthusiastic about sports. (above) Since 2005, Ayers (with Terry's diversity director Randy Groomes) has served as director of Terry's highly regarded J.M. Tull School of Accounting.

terms of what we do inside and outside the classroom and how we change students' educational experience.

Q: If we pretend that the Business Learning Community is completed and you are about to teach a tax class there, would you be a different teacher because of the characteristics that are unique to that facility?

Ayers: The Business Learning Community provides an opportunity for each faculty member to re-think what is the best way to engage students in a manner that enhances their learning experience. It is a great opportunity for Terry College faculty to create different delivery systems in order to achieve optimal results.

Q: What will be your primary focus as dean?

Ayers: To continue our efforts to enhance our programs to ensure that our students receive the very best education possible across each of our programs; to attract and retain outstanding scholars committed to excellence in research and in the classroom; and to be a good steward of our resources in order to build a stronger financial foundation for the Terry College. 🏠





The Fergusons pack a lot of business know-how into one family (L-R): Ed (BBA '93), managing director, Raymond James; Dick III (BBA '86), divisional director, Raymond James; Dick II (BBA '62), owner, Dick Ferguson's Clothing Store; John (BBA '87), regional president, CBRE.

Terry Cloth

Dick Ferguson (BBA '62) runs an iconic Athens men's store that taught his three sons — plus hundreds of student employees over the years — the facts of business life. Given all they've achieved in their own careers, you might say the Ferguson boys were dressed for success.

You'll find two kinds of business school in Athens. First and foremost, there's the Terry College of Business, which draws students from all over the world, molds them into accountants and financiers and bankers, and sends them out in new suits and shiny shoes to apply their classroom lessons to the real world.

By Charles McNair

Photographs by Jason Thrasher

The other business school *is* the real world. And over the years, since it opened its doors in 1934, there's been no better place in the city of Athens for students to learn real-world business lessons than the venerable institution that boasts racks of fine suits where a professor's lectern would stand, and stacks of golf shirts where students would be feverishly taking notes.

Dick Ferguson's Clothing Store, launched 80 years ago by the father of 73-year-old current owner Dick Ferguson II (BBA '62), is one of those iconic retail establishments, which, over the years, has also functioned as a nexus for communication and social interaction — a male version, if you will, of Truvy's Beauty Parlor in *Steel Magnolias*. Politics. Football. Wingtips vs. tassel loafers. You hear it all at Ferguson's, which for 61 years, until 1995, hung its shingle over Clayton Street and held a place as an essential part of the fabric of the downtown Athens business district. Today, Ferguson's is one of the anchor stores in the Beechwood Promenade on Athens' west side.

"I grew up in the store," says Dick II, "and my sons started working there at the same age as I did. We learned valuable lessons."

Let the Ferguson boys tell it themselves:

"Normally, people do business with you because they like you and because they trust you. That's the backbone of their decisions, every time," says Dick Ferguson III (BBA '86), a divisional director with Raymond James. "And it all ties back to the store and to my dad. Working

in that store helped me hone the face-to-face communication skills that are most essential to my work."

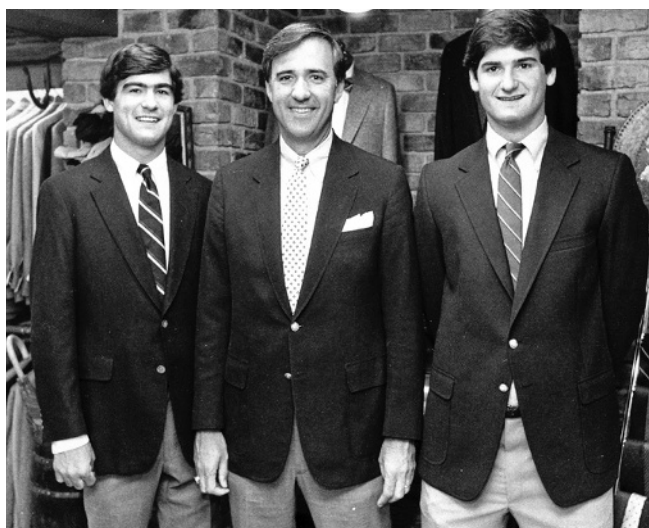
"We learned that if you want something in this world, you have got to work for it," says John Ferguson (BBA '87), Atlanta-based president of the southeast region for CBRE. "We learned a work ethic . . . and also that part of service is how you communicate, how you shake hands, how you look. The power of the first impression."

"The store was sort of a Terry College unto its itself — where we were living it, not just reading it," says Ed Ferguson (BBA '93), Charlotte-based managing director of investments for Raymond James. "We learned how to sell, how to market, how to deal with people. We went into a lot of facets of business that you just don't learn in a classroom."

Three successful sons who were schooled at Dick Ferguson's is a sizable legacy. Combine that with the



If you think of Ferguson's as a mini business school for student employees, then store founder Dick Ferguson (at left in 1940s photo above) was the dean. Dick II (at top) took over the store following his father's death. From 1934-1995, Ferguson's was located downtown on Clayton Street. Dick II (flanked by sons Dick III and John) still runs the store today.



influence the store has had on literally hundreds of former and current university students — many of them Sigma Alpha Epsilons (like all four Fergusons) — and Ferguson's Clothing Store can be viewed as business basic training. A Fort Benning for BBAs.

Mom and Pop store in the truest sense

The downtown store owed its success to a patriarch *and* a matriarch. In 1934, the first Dick Ferguson, youngest of 11 children, left the north Georgia mountains near Bowersville and arrived in Athens with a borrowed \$25 in his pocket to pay freight on his first consignment of clothing. No one in the Ferguson family can say why the store founder chose clothing as his trade, except that Athens “was a college town,” as Ed puts it, and men were the predominant college students in that era.

Ten years after opening, the store doing fine, Dick Ferguson died prematurely. His son, Dick II, was just four.

In stepped Dick's remarkable wife, Mary Langdon Cloud Ferguson. She took stock of the old store — physically and fiscally. Four stories . . . the top one filled with junk, old journals, and dusty checkbooks. The mezzanine served as an office. The second floor made for an ideal stock room, in days when replacement sizes and inventory stayed onsite. On the first floor, store staff greeted customers, made sales.

Collegians congregated in the downtown store's Saxon Shop, a clubby space decorated in English manor motif, cozy and intimate, with a crackling fireplace. The room's décor was perfectly suited to 1930s collegiate fashion — in those days students dressed up, wore coats and ties to football games, rarely went casual outside. Student shoppers accounted for half the store's business. In the back of the store, an on-premise tailor needed days away on cuffs and seams.

“Mrs. Mary” quickly proved she could wear the pants in the business, stepping in to expertly manage things. Her own mother had just lost her husband six months beforehand, so Dick II's grandmother, Ida, became a stabilizing presence when his working mother kept late holiday or weekend hours. For years, Mary Ferguson represented the women of Athens at local Kiwanis and Rotary clubs. She put talents as a trained concert pianist to work, playing lunch clubs. She kept a presence in the store into the 1970s, when Alzheimer's began to take her away from the world.

Dick II grew up. He spent a lot of time at the local YMCA, discovered sports. (“We didn't have little league

‘The store was sort of a Terry College unto itself — where we were living it, not just reading it. We learned how to sell, how to market, how to deal with people. We went into a lot of facets of business that you just don't learn in a classroom.’

— Ed Ferguson

back then . . . if you wanted to play ball, you went to the Y.”) He found male mentors, men who would fill the blank space left by his father's death. He recalls one YMCA mentor in particular, Cobern Kelley, the boys director. “He got me off on the right foot,” says Dick II. “A fine Christian man.” Along these same straight and narrow lines, Dick II went to church every Sunday, firmly seated at his mom's side.

The lessons he learned were passed down to his sons.

Ed: “When I think of my father, I think of a true gentleman. Easygoing. Mild-mannered. Rational. Loving. Not quick to judge. Dad's big thing was sportsmanship. He wanted us to understand there was nothing wrong with success, but the way you went about getting it made a difference.”

John: “My dad is a man of tremendous integrity. He taught us to live by his example. He has a great reputation, a great brand. He let us know we always had a place to work at the store, but he encouraged us to look at alternatives that might be more lucrative, that might offer more opportunity.”

Dick III: “He's a pretty special guy, a hard act to follow and as fine a man of integrity as you'll ever meet. Equal parts discipline and love.”

Dick II began working the floor of the family store at age “14 or 15,” he remembers. He enjoyed no royal dispensation. His mom staffed him on weekends, on holidays. He reported to Ralph Almond, the store manager, a man he also credits as a mentor. Almond, now 90 years old, remembers his young ward with equal fondness.

“Dick Ferguson is one of the finest young men I ever met,” says Almond. “Fair. Very intelligent. Calm. I only saw him lose his temper once. He called one of the clothing manufacturers, the big boss, and let him have it. And I believe if he could have gotten through the phone, he'd have done more than just talk. That's the

‘I liked math, even in high school. Accounting was black or white. Either the numbers balanced, or they didn’t. Accounting taught me a lot about the financial end of the business, what makes it tick.’

— Dick Ferguson II

only time I ever saw him mad in the 49 years we worked together.”

Dick II learned fast. He noted that the store staffed fraternity boys, “six or eight each quarter,” he remembers. It was smart business. Greeks dressed. Greeks could afford clothes. Greeks brought fraternity brothers with them. When college called, he gravitated toward the SAEs.

“I went there in the rush period. I had friends. It seemed like a natural fit.”

He would learn, of course, what most students learn about college associations and networks. They rarely last just four years. They last a lifetime.

“I can go to nearly every town in this state,” says Dick II, “and there’s someone I know there.”

On campus, he found a magnetic attraction to accounting, so he joined the business school.

“I liked math, even in high school,” he recalls. “Accounting was black or white. Either the numbers balanced, or they didn’t. Accounting taught me a lot about the financial end of the business, what makes it tick.”

Dick II took a degree on June 2, 1962. The next day, he married his high school sweetheart (and the SAE sweetheart), Edwina Tidwell. Before they knew it, they had two children, Dick III and John. With hungry mouths to feed (and the Vietnam War heating up), Dick II got down to business.

He went back to the family store, working the floor, “just an employee,” he says. After a year, he swapped roles with Almond, assuming the position of store manager and supervising his mentor (today still a close friend). For six years, Dick II did weekend warrior duty with the Air National Guard at Dobbins Air Force Base. He lived and died for Bulldog football. He shook most every hand, young and old, that entered the men’s store. And he raised his boys.

My three sons

The Fergusons — the Fergu-*sons* — attained great heights. Physical heights, for starters. Dick III (6’4”) and John (6’6”) tower over baby brother Ed (6’1”), who terms himself “the runt of the family.” Including their dad in a family photo (Dick II is 6’5”) requires a tall-angle lens.

All three boys played high school sports, of course. At Athens Academy, Dick III broke his femur playing football. He never got back onto the gridiron. (“They say that sports reveals character,” Ed says of his brother’s injury. “But sometimes adversity reveals character. Dick has a lot of courage.”) Though the Fergusons remain passionate members of Bulldog Nation, their offices festooned with sports paraphernalia, the brothers showed no interest in playing ball after the prep level.

Dick III took his solid handshake and his extroverted, competitive nature to business school from 1982–86. The clothing store gave him ready skills. “I was a B or maybe C student in college,” he admits. “But I could sell.”

Sell he did. He joined Morgan Keegan in Atlanta as a financial advisor in 1987, just as the market famously crashed. Unfazed, he went about his business, rising in an eye-blink to be a Chairman’s Club producer. When Morgan Keegan opened an Athens branch in 1993, the big-hearted, man’s man, hunter/fisherman, native son Dick III was a natural choice to lead it.

In 1999, Morgan Keegan put him on its executive committee, the internal board that runs the company. The company entrusted Dick III with responsibility for the east region within the Private Client group. Ten years later, Morgan Keegan recognized Dick III’s abilities by offering him a promotion to become president of the Private Client group.

The only problem? It meant a move from Athens to the company’s Memphis headquarters.

Dick III said no, at the risk of stalling his career.

“My family is a lot more important to me than my job,” he says. “And Athens is important to me — a great town, a great place to raise a family.”

He and his wife, Susan, had two sons and a daughter by this time.



Dick Ferguson III (BBA ’86)
Divisional Director
Raymond James (Athens)

And he had a place where he could buy suits that fit. Somebody blinked, and it wasn't Dick III. Morgan Keegan sweetened its offer. Dick III remained in Athens *with* the promotion.

When Raymond James Financial Services acquired Morgan Keegan in 2012, the name on the Trinity Street building changed, but not much else. Dick III directs the southern division of the business, the largest in the Raymond James Private Client group.

Dick III knows how things work. Not street smarts. *Store* smarts.

He recalls from his youth “a big deal in the store” to see which of the young student employees would get off on Saturday to watch the big football game. This was 1981, the Herschel Era, autumn Saturdays as valuable as gold.

The store staff drew straws. Dick III, the owner's son, got the short one . . . and he smelled a rat.

“The game was rigged,” Dick III says. “My dad knew it was rigged, but he didn't interfere. I had to work during that football game.”

“Clothes don't necessarily make the man, but they can make a man's first impression,” says John Ferguson. “Our dad taught us to look nice at an early age.”

John feels he and his brothers got a little lucky in sartorial matters, coming along “between the disco age and today.”

“We were sharp dressers, blessed to be in school at a time when the preppie look was in style. Today . . .” He pauses, reflects. “I still don't get the untucked shirt . . .”

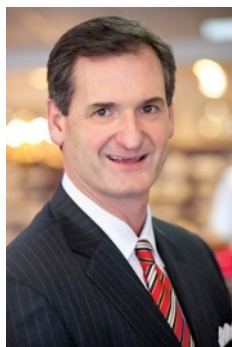
From mid-teens until after college graduation, John worked at the store for minimum wage — every Saturday from 9:30 a.m. to 6 p.m., plus summers and Christmas. John recalls a time when all three boys worked the downtown store together. It was Christmas, when Ed was 14 and his brothers 20 and 21, respectively. “Dad loved that,” John chuckles. “It was easy to keep an eye on all three of us at once.”

(Youngest brother Ed remembers the “natural pecking order” of the brotherhood that holiday season. “It was all seniority based,” he grumbles. “Let's just say that stuff all flowed downhill.”)

Dick II never pushed his sons to follow him into lines of suits and back rooms full of inventory. John says his father actually considers retail a “confining business.” He felt his sons should do more, work on a larger scale.

John certainly found opportunity, but not without some white-knuckle moments.

When he graduated in 1987, he faced a “tough job



John Ferguson (BBA '87)
President, Southeast Region
CBRE (Atlanta)

market,” he says. He actually worked a year in the family store, biding his time, waiting for an economic downturn to settle. He got on with McGriff, Seibels & Williams, an insurance brokerage firm in Birmingham.

After learning the business, he moved back to Georgia in 1989 for that firm, rising to run its Atlanta office.

John didn't want to be in the insurance business for the rest of his life. In 2000, he unexpectedly gave up a personal book of business at McGriff to transition into real estate. Age 35 — not the age most men undertake a new career — he took a chance on change, even with a newly pregnant wife and a newly purchased house.

“My lesson? People who like you, respect you, and trust you will do business with you whatever you do. And a man can grow and learn by putting himself outside his comfort zone.”

John's steady, calm nature helped.

“He's a very even-keeled guy, like my dad,” Ed says of his brother. “John can sit in a room and read a book with a dozen kids running wild.”

John has toughness too. Big brother Dick III claims credit for that. “For John to have the success he's had after the abuse I gave him when we were boys just speaks more highly of him.”

John used these qualities — and a deep Rolodex from his insurance years — to begin commercial real estate representation. He found he had a taste, maybe even a talent, for real estate.

Then came 9/11.

“The transition to real estate was nice . . . until then,” John admits. “At times like that, you default back to hard work. That's when you have to make things happen, when you do what you did in the clothing store — meet people, greet people, talk to people.”

In June 2003, the global commercial and real estate investment giant CBRE bought the company where John worked. The new firm handled office tenant representation, and it offered more scale, different resources, bigger platform. John met two other guiding Terry grads there — vice president Sam Holmes (BBA '87) and vice chairman John Shlesinger (MBA '83).

In 2005, CBRE offered John the choice to transition from broker to executive “servant/leadership,” as he

terms it. The role suited him. After 2006, when CBRE bought out rival Trammell Crowe and elevated the company to market leader, John earned recognition in 2007 and 2008 with Presidential Performance awards. A market crash briefly put him back into brokering for office tenants again, but then CBRE chose him to lead its southeastern region.

The day after this interview with *Terry Magazine*, CBRE named John president of its entire south-east region. He kissed his wife, Cindy, and their two daughters at home in Vinings, then flew to Japan for an introduction to CBRE's worldwide leadership team.

You can bet he made a good first impression.

By the time Ed Ferguson stepped into the family store at age 14, generations of SAEs and other clean-cut, well-dressed young men had worked the floor at Dick Ferguson's.

"We had six to eight students any given quarter, and four or five permanent staff," he says. "My biggest take-away from the store is how important the networking of people can be, the friends you make in the classroom and on the campus. That's true education, in my opinion."

Ed, like his brothers, chafed a little under the eyes of professors. "I didn't understand why I had to take sociology, if I wasn't going to be a sociologist."

Dick III hired Ed to work in the Atlanta office of Morgan Keegan in 1994. Ed calls his brother "a huge mentor, who casts a large shadow." Soon Dick III moved off to start the branch in Athens, and in 1997 Ed followed. He had married by then, he and his wife Shannon beginning to dream of a family. They would have two sons and a daughter.

In 2001, Morgan Keegan asked Ed to open an office in Charleston. Three years later, the firm offered him a chance to manage the Charlotte office and a satellite office in Huntersville. The opportunity proved too good to refuse, and the family moved to North Carolina.

"Home is where you are," he says, "but Athens has deep roots. We would never rule out living there again."

On a normal day, Ed spends some time as a producing



Ed Ferguson (BBA '93)
Managing Director
of Investments
Raymond James (Charlotte)
***Building Terry* national**
campaign committee



Dick Ferguson II (BBA '62)
Owner, Dick Ferguson's
Clothing Store

manager, working his own book of business. He also coaches, troubleshoots, solves problems.

"This business is an emotional roller coaster," he says. "You have to have tough skin to weather the ups and downs.

You get a no 10 times for every yes. You always work on networking . . . this job is really about a network of who you know, people who will ask you about wealth and trust you to help them manage it."

When not making his daily bread, Ed raises his own boys "the way we were raised." The family goes to church. He coaches the local little league team. He sees his brothers and his dad as often as he can, on hunting or fishing trips, or on the links.

Ed also has taken on the role of Charlotte co-chair of the national campaign committee for the new Business Learning Community component of the *Building Terry* campaign, teaming with Luther Lockwood (BBA '89), a managing principal at boutique investor firm MBL Advisors. With 1,500 Terry grads in Charlotte, Ed stays busy reaching out to that network and to the estimated 5,000 UGA alums who live in the Charlotte area.

"I help leverage Terry and UGA relationships here in Charlotte," says Ed. "Our goal is to raise \$1 million in this city by 2015."

For Ed, it's righteous work. The money he raises will fund the cornerstone of the *Building Terry* campaign – the construction of new facilities to completely replace the college's home in Athens.

Dick II greets a visitor to the Beechwood Promenade store with a kindly gaze. You feel the presence of a man at peace. He wears 74 years well, though recent work on a hip slows his walk. He briefly mentions neuropathy, likely caused by being on his feet in a retail store 60 years. He wears a sharp blue blazer, a checked shirt, charcoal gray slacks. His tie? Red, white, and blue.

When he took over the store from Almond, the transition was eased by the deep mutual respect of store manager and store scion.

"We never had a cross word," says Dick.

Styles came and went over the years. The downtown store made money selling jackets and suits and ties off

continued on 90

Love Terry?



Meyur Vashi (BBA '03)
Commercial Account Executive
Doherty, Duggan, Hart & Tiernan Insurors
Terry College Young Alumni Board Member
Athens Magazine 2012 Rising Star
Athens-Clarke County Mentor

Meyur does.

A 2003 graduate, Meyur feels strongly about how Terry has helped him in his career and life. He gives to the Excellence Fund to ensure that Terry students have the best resources available to succeed in an ever changing global world. An active member of the Terry Young Alumni Board, Meyur participates in the Terry Mentor Program – because he wants to share his experience with students – and to give back to Terry in multiple ways. “I love Terry and want future students to have the opportunity to love Terry too.”

TERRY EXCELLENCE FUND

Make your gift to the Excellence Fund today. Every gift makes a difference to Terry students.

terry.uga.edu/giving

(706) 542-4532



A landmark developer

From quaint little cottages to The Standard's six-story, 610-bed complex, Wes Rogers' (BBA '99, MBA '04) right-time, right-place initiatives are revolutionizing off-campus student housing in Athens and across the country.

"Maybe I'll see you there
If I can do my hair..."

— Cindy Wilson
in the B-52's "Downtown"

Wes Rogers is at the wheel of his black Mercedes S550, taking a writer on a tour of his career. Besides his voice, the only sound registering over the Mercedes' subtle purr is Rogers' constantly vibrating phone — the stereo's volume is muted, and his iPod is paused, so the Doors' "L.A. Woman" is displayed but inaudible. The tour rolls past suburban infill houses, some so big, new-looking, and impressively detailed that passersby must mistake them for models — the owners have placed small "Private Residence" signs in the front yard. But most of Rogers' brick-and-mortar résumé consists of little communities — some cottages, and some apartment, town home, and loft complexes — built for students to live in.

By Krista Reese (MA '80)

Rogers Photography by Jay Thomas







When it comes to student housing, Landmark Properties offers a wide range of choices. The Standard's six-story edifice commands a lot of attention in downtown Athens. But lofts and craftsman-style cottages are also part of Wes Rogers' eclectic housing menu.

Rogers' right-time, right-place business niche seems almost prescient in retrospect, but his company's meteoric growth has surpassed even his expectations.

"I did not think we'd be as large as we are today," Rogers (BBA '99, MBA '04) admits. "According to our trade publication, we've built more student housing than anybody in the country in two of the last three years."

Rogers' Landmark Properties has \$400 million under construction now; that figure is projected to grow to \$1.2 billion by 2016. Vertically integrated, Landmark serves as developer, investor, general contractor, and property manager. "We do it all, soup to nuts," says Rogers.

Landmark does business in 12 states

At 37, in khaki pants and a checked shirt, with that ever-present, buzzing phone, Rogers doesn't look much different from some of his residents. But even as the tour rolls past his many developments in Athens (including student housing, infill, and mixed-use), Landmark's reach has also stretched across the country, with student housing projects in 12 states.

The company brochure boasts "10,000+ beds delivered over 10 years," as well as an impressive list of design awards for his Lubbock, San Marcos, and Tuscaloosa developments.

Rogers flies to business meetings in one of two company planes, a Beechcraft Bonanza and a Pilatus PC 12 turboprop — and he can't resist adding in slightly suppressed wonder that the Pilatus PC 12 is the one



with "a bathroom you can stand up in."

Rogers' modes of transportation are flashy, but his overall demeanor is low key. Whereas, The Standard, Landmark's newest and most upscale student housing project, just demands to be noticed. Athens' quirky, charming downtown was a student draw even before the B-52's made it famous, but oddly, unlike similar college towns from Bloomington to Gainesville, there's been little in the way of off-campus housing here to fit student

tastes and budgets. That's about to change, in a big way.

Still under construction, The Standard's massive, six-story, 610-bed complex on downtown's north-eastern edge has long been sold out. Its five-bedroom apartments were leased on the first day. "I guess we set the price a little low," Rogers says with a grin. No wonder: Within walking distance of downtown's shops, restaurants, and bars, as well as the UGA campus (the brochure's map labels only a few instantly recognizable student landmarks, like Sanford Stadium, The Georgia Theater, and the 40 Watt Club), the Standard will boast such impressive features as an on-site gym (with spinning classes and simulated golf, saunas and tanning beds) and a literally over-the-top feature: a rooftop infinity pool — the first of its kind downtown (see p. 40).

Other perks include full furnishings, with a 42" flatscreen TV and a full-size washer-dryer in each unit. Utilities (except electricity) are also folded in, including high-speed Internet and premium satellite television. Especially in those larger, shared apartments, per-resident rent competes with almost any in town, even in housing-rich Athens. (The Standard's studios rates are \$1,110–\$1,210, falling to around \$800 per person for a two-bedroom unit, and so on, down to \$630 per person in the five-bedroom flats.)

Other student-specific perks include a database of preferences for potential roommates, should someone suddenly receive a study-abroad opportunity or simply flake; the per-bedroom lease agreement doesn't leave any one person holding the bag in those large, shared apartments. And along with pool tables and foosball, there are also private and group study rooms, and a computer lounge with printers.

"At first, I was against it," says Mary Turner Troutman, who'll move into a five-bedroom apartment this fall, with four roommates. "Moving is always such a hassle." The 21-year-old psychology major and rising senior says she initially opposed the idea when her roommates brought it up, especially since they would be paying about the same rent for their four-bedroom house. "But when I started looking at everything — like not having to drive to the gym — I decided it would be worth it." Now, she says, her friends can't wait to come over to hang out at the pool. "Oh yes," she says, "we're going to be very popular."

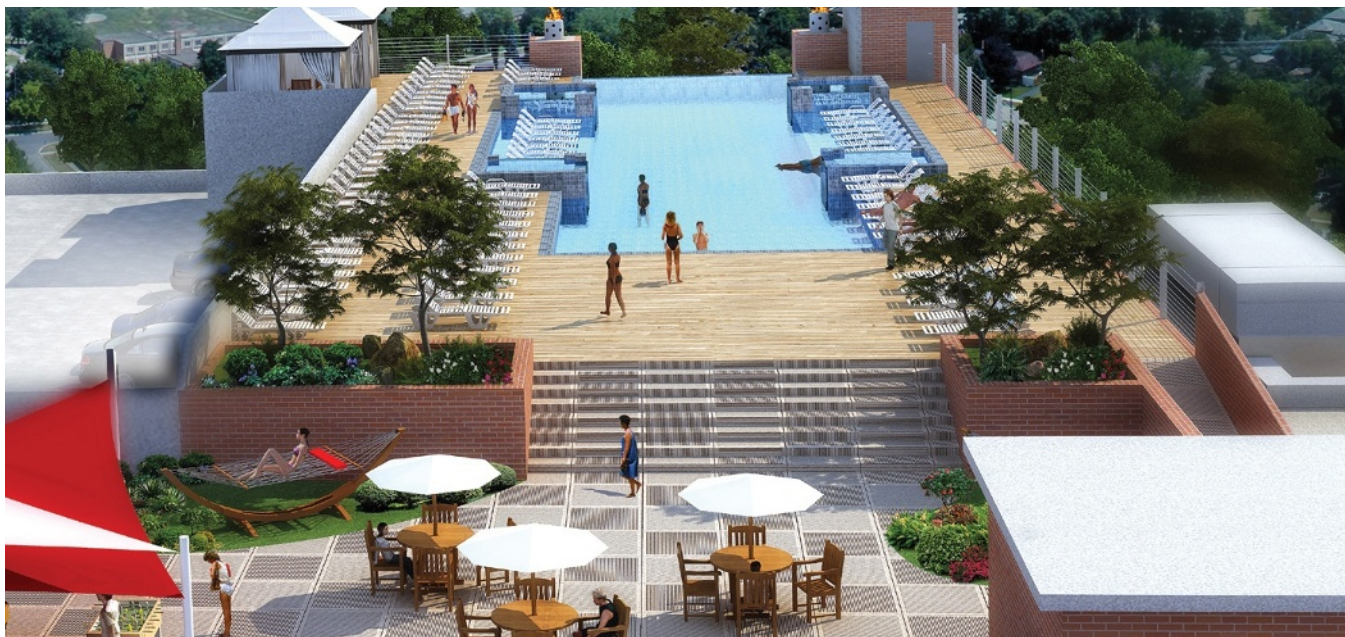
The Standard isn't Rogers only high-profile project. He guides the Mercedes back through downtown to a point across the street from UGA's beautifully rehabbed Hodgson Oil building, where downtown abruptly gives way to an weedy, overgrown lot with a few rickety ware-



Rogers ironed out the nuts and bolts of his real estate company while getting his MBA at Terry. Landmark has built more student housing than anyone else in the U.S. in two of the last three years. Rogers' Athens projects include the new Five & Ten location for friend Hugh Acheson. He is also an investor in Athens' new Creature Comforts Brewery.

houses. The plot resembles an old, forgotten battlefield — and in a way, it is one. Rogers' company has taken on a mixed-use, retail and residential development project on this well-publicized plot of land, which was recently the scene of skirmish over whether a Wal-Mart would be built there.

That venture eventually failed. Rogers' Landmark group has joined Selig to head up a new development effort on that same acreage — but only after, Rogers says, his group completely redesigned and down-sized the complex, creating less retail and student housing. Rogers has said publicly that "current plans" don't include another Wal-Mart, and he quietly acknowledges that he agreed to take on the effort only on the



SPECIAL

condition that the store would never be a part of the new Rogers-Selig plan.

“Athens is where I grew up. It’s my hometown,” he says of the concerns of protesters who worried that a Wal-Mart on the edge of town would erode Athens’ unique flavor and its mom-and-pop business culture.

In another high-profile real estate move, Rogers helped longtime friend and award-winning restaurateur Hugh Acheson procure and rehabilitate a Milledge Avenue bungalow for his new Five & Ten location. Though he gives Acheson “full credit” for the new location’s design, Rogers has been nominated for a historic preservation award for it. He and some other Landmark partners also invested in downtown’s new Creature Comforts Brewery, in the old Snow Tire building.

As the tour continues along a side street that will edge the new residential and retail development on Oconee Street, Rogers seems poised to pivot from a business in which he is clearly an industry leader to whatever he wants to do. He has made himself quite comfortable in the driver’s seat, wherever he’s going.

“Wes is incredibly efficient and decisive. He has an immediate grasp of numbers and can process them quickly to come a decision — it’s almost supernatural,” says Spence Johnson (BBA ’98) of Johnson Marlowe LLP, Landmark’s corporate attorney and Rogers’ friend of 20 years. “That has allowed Landmark to be nimble in the marketplace.”

Rogers displays that trait as he consults with his team before leaving the office, turning a chance hallway encounter into a quick conference on nailing down a \$65 million contract’s “bad boy carve-outs.”

Jason Doornbos (BBA ’00), Landmark’s senior vice president of development, notes the “strong banking background” of their team, but says Rogers’ “great

Rogers was born in Athens, and both his father and grandfather were developers. After getting his undergraduate degree in finance, Rogers spent a year at Wachovia in Atlanta before deciding to follow his genetic roots. This artist's rendering shows what the rooftop pool — and panoramic view of Athens — will be like when The Standard is completed.

business instincts across the board, from negotiating transactions to architecture, give him confidence to act.”

Still, Johnson observes that Landmark’s success has been “an evolution, not a ‘Eureka!’ flash.”

Athens kid makes good

Born in Athens to a developer father, Rogers says that, ironically, he didn’t learn the business at home. “He built parking decks and a little bit of residential, but wasn’t really into student housing,” says Rogers of his father. “He was a little more of a one-man show.”

His father’s sudden death from an undiagnosed heart condition during Rogers’ freshman year at The University of the South propelled him into adulthood. “I had to grow up then . . . I had to be the man of the house,” he says. “It was the most horrible thing that happened in my life, but in some ways it made me the person I am today.” He moved back to Athens to be closer to his mother and two younger brothers — and he enrolled at UGA, majoring in finance at Terry.

Rogers’ own student housing experience is more recognizable to those who shared poorly maintained houses with a group of people with sliding-scale notions of privacy and cleanliness. He remembers an apartment in which “the door would always swing open if no one closed it all the way because the floors were tilted.” In the Five Points houses he shared, there were “multiple roommates, shared bathrooms. . . . There was a differential between the stock of student housing and what students could ultimately afford. It was almost a supply

and demand imbalance in that you have a stock of housing that students are living in, but it's not really built for their needs or desires, or what they can afford to pay. It certainly influenced what we did as a company."

Graduating in December 1999, Rogers went to work for Wachovia in Atlanta. A year later, he was ready to strike out on his own. "I was a cog in a wheel, generating reports they weren't even using. I was pulling out these great ideas but . . . I wasn't really fulfilling my potential. I knew I wouldn't be happy in the long run."

It's the only job in which Rogers has ever worked for someone else.

Family of developers

Like his father, Rogers' grandfather was also a real estate developer, and as his health began to decline, Rogers took on his grandfather's portfolio of restaurants, gas stations, and land. It was his first step towards getting into development deals, but he quickly discovered that a young, unknown guy would have a hard time making deals — when he could find them. Atlanta's infill land, he found, was overbid, so he took a step back and strategized: His competitive advantage was his thorough knowledge of Athens, which had a university-insulated economy. So he decided: "I always wanted to get my MBA, so I'll figure out a real estate company while I'm getting it." Back in Athens, enrolled at Terry, he soon closed one of his first deals: a mixed-use development that now houses his own company's ever-expanding offices on Epps Bridge Parkway.

The same partner on that deal, James Whitley (now Landmark's COO), brought Rogers in with two others who were working on an in-town student housing project. They discovered that the Five Points houses Rogers and many other students had lived in were no longer available — Athens-Clarke County had begun enforcing an ordinance forbidding more than two unrelated people to live in family-zoned residences. "Literally, kids were getting kicked out of these houses," says Rogers. "The opportunity we saw was to develop student housing on multifamily zoned property. So we invented the student cottage."

Now an industry-recognized category, the student cottage was, at the time, the partners' way to address a need that zoning had created. Their complex of cottages, called The Retreat, would be a neighborhood for college students, each in a small house with a large living space, and "everybody's got their own bathroom, their own closet, their own space," says Rogers. From the outset, he insisted on superior construction and materi-

als and more attractive designs, setting his developments apart from his competitors' "kiddie condos." Landmark Properties' designs and amenities have won numerous national awards, including last year's Best New Development, from trade magazine *Student Housing Business*.

With his career in full swing, Rogers is looking ahead. Student housing was one of the few industries to grow during the recession, attracting investors in droves. Now awash in cash, they may flood the market that Rogers has so far navigated so well. (He says his firm will always remain private, which allows Landmark to assess and undertake risks that allow for greater rewards than public companies.) He agrees that in some areas the market is already overbuilt.

"There is still a lot of opportunity in our segment of the market, despite several new entrants," says Rogers. "Our business is all about the supply and demand fundamentals in a given market, and it is difficult to generalize about the business as a whole since each market is different. That said, with a lot of capital entering the space, we are seeing some pockets of overbuilding in lower barrier to entry markets. We saw this coming several years ago, though, and have intentionally stayed away from those markets at this point in the real estate cycle."

Rogers sees a long, bright future for his company in the student housing space.

"I wouldn't build student housing anywhere in Athens other than downtown right now."

That may mean Rogers will diversify further into mixed-use developments that depend less on student housing. But on this particular day, he's got to get back to his "highest priority" — his wife, Kimberly, and their two young sons, James, 3, and Harrison, 1.

Also on the agenda for this busy day is an Atlanta reception for Gov. Nathan Deal that Rogers is attending with Kimberly.

Having seen Rogers develop more than \$1 billion worth of student housing in 12 states, Johnson thinks Rogers' future is a wide-open space, ready for well-planned development.

"He's different from the usual student housing developer. He's different from the usual Southern developer. He's a cut above."

Johnson notes that Rogers has carefully chosen his colleagues, always paying premium wages, using the same philosophy of prioritizing quality as he does in his construction projects. "I think of them as the best of the next generation of Terry grads," Johnson adds. "Wes has shown that you can stay right here in Athens and be an international success." ■

Mr Behind-the-



-Scenes



By Matt Waldman (AB '96)
Photography by Cassie Wright

**Former Hardin
CEO Brantley Barrow
(BBA '76) brokered
the Correll Hall deal
between UGA and DPR
Hardin, which is build-
ing the first phase of
Terry's new Business
Learning Community**

If it weren't for the giant crane looming over the treetops that separate Lumpkin Street from the plot of land that will be the home of Correll Hall, North Campus pedestrians might be unaware that construction has begun on Terry's new Business Learning Community. And that's music to the ears of the executives of DPR Hardin, the firm responsible for constructing the first phase of the BLC.

"We want you to see our progress, but without seeing us or any interruption to your day-to-day life," says Russ Brockelbank, who heads the regional office of DPR Hardin in Atlanta.

Considering that the Correll Hall site is located in a section of campus where the daytime population can swell to more than 40,000 — pedestrian traffic that UGA's former environmental design dean Jack Crowley says rivals pockets of downtown Boston or Chicago — perhaps DPR Hardin should add "magic" to its list of services.

After earning his accounting degree, Barrow went to work for Arthur Andersen. He spent two years auditing Hardin Construction, which ultimately hired him as controller. He worked for the company for 33 years, eventually assembling a team of investors to purchase a controlling interest in Hardin. When DPR bought Hardin in 2013, Barrow was retained as a consultant. As a former Alumni Board chairman, Barrow's understanding of Terry's needs helped DPR Hardin submit the winning bid for the Correll Hall project.

Brantley Barrow (BBA '76) is a bit of a magician himself. The former CEO of Hardin Construction was at center stage when it came to brokering the deal with the university to build Correll Hall. In doing so, he and the DPR Hardin team submitted a guaranteed price that came in under the University Architect's latest cost estimate, which allowed for several upgrades to the project.

But by the time the land was cleared and the hard-hats donned, Barrow — a former chairman of the Terry Alumni Board — had disappeared from the spotlight after his leadership and guidance through a successful pre-construction phase.

"Since he introduced his team and made the pitch, I don't see a lot of Brantley — that's a good thing," says Assistant Director of Campus Planning Lara Mathes.

As an accounting student who spent steaming hot Georgia summers digging ditches to fund his UGA education, Barrow once hoped that his fledgling construction career would be short-lived. Eventually, Barrow discovered that his skills with both numbers and people could help build skylines throughout the Southeast. Now he's culminating his career with a team that is transforming the dream of Correll Hall from architectural drawings to a fully realized educational community.

A native of Columbus, Barrow is the eldest of Marion and Bobby Barrow's two sons. Marion was a high school teacher and the first person in her family to go to college. Bobby worked in the textile industry. The Barrow family raised their eldest son with an appreciation for the importance of manual labor, study, travel, and ambition.

"My mom was a Type-A personality and the most influential person in my life," says Barrow, who also credits his uncle on his father's side — a Yale graduate and biology professor at Hiram College near Cleveland, Ohio — for inspiring his life goals. "I would go up

there during the summer and I spent a lot of time with him. He was very encouraging of me getting a college education, being active, and seeing the world."

Encouragement from his mother and his uncle was important, but getting a taste of life in the carpet mills of Columbus while in high school added further incentive for Barrow to go on to college. He accepted a full scholarship to Young Harris in 1972, earning his associate's degree in education. Before enrolling at Georgia, he took a summer accounting course at Columbus State, where the professor's passion for public accounting inspired Barrow to change his major.

To earn money for his accounting degree at Georgia, Barrow built apartments around Atlanta and Columbus. His plan was to exchange a ditch for a desk, but construction was never out of his life for long. After graduation, Barrow worked in Atlanta for Arthur Andersen's small business division, auditing the carpet industry. Tired of his heavy travel obligations along the northwestern Georgia corridor, Barrow asked for an in-town client. His boss obliged, assigning him to the construction company he would ultimately own three decades later.

"I audited Hardin for two years and they offered me a job as their controller in 1979," says Barrow, who rose steadily through the ranks during his 33 years with the company, including stints as executive vice president and CFO. In 1993, he teamed with co-worker Bill Pinto and six others to buy a controlling interest in the company, ultimately becoming Hardin's chairman in 2007.

Overseeing Hardin's finance and strategic planning, Barrow was Mr. Outside to Pinto's operations-oriented Mr. Inside. Together, they strengthened Hardin's footprint in the Southeast, handling 20–25 active major projects at a time for government institutions, higher education, corporate office facilities, retail, and hospital-ity clients.

With revenues between \$400 million and \$800 million over the past five years, Hardin drew interest from the much larger California-based DPR — a firm with 2,000 active projects and \$2.5 billion in revenue. DPR Hardin finalized its merger in 2013, creating a company with a larger critical mass and a wider array of products.

"They were seeking ways to accelerate growth in the Southeast so they looked to us," says Barrow, who stayed on with the newly merged company as a consultant to



Correll Hall project managers Kyle Taylor and Lauren Snedeker (at right) and construction superintendent Bobby Redmon (near left) update Brantley Barrow (far left) and Brad Hunt (middle left) of the Terry design team.



handle specific client relationships and do community work. “Their experiences in different product types such as labs, tech and data centers, and health care facilities have allowed the Atlanta office to sell more work.”

When it came to landing the Correll Hall project, Barrow’s seat on the Terry Alumni Board didn’t earn him any special favors. However, it did help him cultivate relationships with then-dean Robert Sumichrast, internal project manager Brad Hunt, and the University Architects. When the university published its request for proposal, Barrow and Brockelbank were ready.

“Brantley was deeply involved in understanding what the project was, getting us prepared to address potential questions, and recommending the kind of team that we needed,” says Brockelbank, who chose project managers Kyle Taylor, Lauren Snedeker, and superintendent Bobby Redmon as the project’s core unit — based on their experience with complex, high-profile projects, their internal chemistry, and their successful collaborations with architect and design teams.

“The funding and design of these projects take a long time,” says Brockelbank. “Brantley made Correll Hall a great project for the DPR Hardin transition — one of the first after the acquisition. He stays behind the scenes, but he knows what’s going on.”

From afar, there seems to be a certain amount of magic to the construction of a building, but up close it’s a reality-based business with a dizzying array of logistics.

The Correll Hall site presents its share of challenges for a construction company, but (from left) Barrow’s team of Kyle Taylor, Lauren Snedeker, and Bobby Redmon has experience building on plots of land that feel as tight as a postage stamp. Correll Hall is in good hands.

Taylor, Snedeker, and Redmon were an integral part of DPR Hardin in working with the UGA design team to produce a design under the stated cost limitation for the scheduled move-in date of May 8, 2015.

Taylor is the senior project manager, the team captain who spearheads the project with Redmon. A 12-year veteran who recently managed the construction of the National Archives and Records Administration’s \$80 million high-density office and storage facility in St. Louis, Taylor began his career collecting parking money for fellow construction workers when he wasn’t digging ditches.

“He has experience with very specialized ‘crown jewel’ construction,” says Snedeker.

Taylor and Snedeker are the nerve center of the project, managing subcontractors, procuring the tradespeople, negotiating prices, and assembling the scope of the work. As the onsite manager, Snedeker ensures that all the parts and pieces show up as scheduled — and she handles the design component.

“The University Architects value Lauren’s experience and recommendations,” says Taylor, who cites Snedeker’s portfolio of eight university projects and her role as one of DPR Hardin’s 11 “Green Gurus,” a

LEED accredited professional with specialties in building design and construction.

“We know how important it is to college campuses — especially in the state of Georgia — to go green,” says Snedeker, who explains that sustainable building practices offer more than a feel-good about the environment. “We’re talking about making a building healthy for students, faculty, and employees.”

Redmon runs the day-to-day activity inside the fence, which includes leading a team of 45 people that will expand to 90–125 at the peak of construction this summer. He also manages site safety and quality, and he teams with Taylor and Snedeker on the project schedule.

“I’m highly energized to be here. My daughter is a graduate of the UGA law school and I’ve been a fan of this university my entire life,” says Redmon who lives in nearby Commerce and oversaw the construction of UGA’s Performing and Visual Arts Center and intra-mural field parking decks. He drives past those parking decks during his 17-minute daily commute to the Correll job site, checking on them like a proud papa.

“Bobby is awesome . . . we’re still looking for something that surprises him,” says Taylor, who values Redmon’s planning. “He surprised UGA’s design team with questions about future details a month ago. We’re still pouring the foundations and he’s already looking at the gutters. Bobby studies the design information way



Project manager Lauren Snedeker, an avid gardener, has relocated to Athens for the Correll Hall job. In appreciation for her hard work, the construction team added an herb garden to the trailer.

ahead of time, which means we address a lot of the challenges before those phases hit the job site.”

Take, for instance, the choice of building material. Redmon suggested the project use an all-concrete build in lieu of structural steel. The benefits are a faster build, a more cost-effective design, and long-span beams over classrooms that better mitigate vibrations.

“The logistics and the location, for this building, are tough. Right now, we have limited access to the full site,” says Redmon, who notes that Hull Street is currently the only delivery entrance to the site, partially due to safety concerns that accompany heavy pedestrian traffic on Lumpkin during the school year. But Redmon studied the site before DPR Hardin even submitted its proposal. “We’re used to building on a postage stamp.”

The DPR Hardin team is excited about the end product and what lies ahead.

“Terry is getting a traditional-looking building with a great aesthetic that fits the character of the university. But at the same time it has an interior environment that has the highest level of technology and flexibility — and it will last a long time,” says Brockelbank about Correll Hall’s design scheme, which will accommodate the next two phases of construction for Terry’s Business Learning Community. “Those kinds of considerations are a lot of fun to coordinate and build.”

“I have a very tangible result for all my work,” says Snedeker. “I’m changing skylines and leaving my mark for years to come.”

More than anyone, Barrow says he understands how Snedeker feels.

“I went for a walk at the top of Kennesaw Mountain this morning and there was a woman up there. She pointed to the horizon and said to me, ‘Look, there are the King and Queen buildings.’ I told her that my company built those.

“It makes you feel so good,” says Barrow, alum to both a school and a company that are working together to build something that’s very meaningful to him. “It’s very rewarding, and I’m honored and proud to be involved.” 🏡



You can follow the Correll Hall construction progress online via our Terry webcam. Attached to the Hull Street Parking Deck, the view from the cam is updated every 15 minutes/24 hours a day. Additionally, there is a time-lapse feature showing construction progress from the first day of work, plus a selection of video updates featuring Terry’s internal project director Brad Hunt discussing the most interesting points of the Business Learning Community construction process.

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Terrapin crafts success

*Thanks to the ingenuity
of John Cochran (BBA '03),
the list of things that Athens is
famous for now includes . . . beer*

By Alex Crevar (AB '93)

(from left) Co-founders Brian "Spike" Buckowski and John Cochran (BBA '03) are emerging superstars in the craft beer world. Their company has seen 40 percent growth over the last three years. Terrapin sells beer in 11 states and Washington, D.C., with three more states in the offing.

It's April 12, 2014 — a quintessential spring day in Athens — and throngs of people have descended upon the Classic City to immerse themselves in something they're extremely passionate about. The principal attraction on this glorious 80-degree day is the G-Day football game at Sanford Stadium. But by late afternoon 600 people have lined up at the Terrapin Beer Company on Newton Bridge Road. They've come to Terrapin to both quench their thirst and to celebrate the 12th anniversary of a craft brewery that has been making waves in the beer world since 2002 when Terrapin's American-style Pale Ale won a gold medal at the U.S.'s most prestigious beer festival.

Terrapin drinkers represent a cross section of the Classic City. They come from every walk of life — old and young, preppies and hipsters, students and townies — and the treats that await them during this 12th anniversary celebration include some special craft concoctions produced specifically for this day: Jalapeño Business (rye beer with jalapeños) and Mean Green (rye beer with Serrano peppers).

The two men responsible for Terrapin (named for the Grateful Dead album *Terrapin Station*) are emerging superstars in the craft beer world. In little more than a decade, John Cochran (BBA '03), who majored in risk management and insurance at Terry, and co-founder Brian "Spike" Buckowski have made Terrapin the second-largest brewery in Georgia. They sell beer in 11 states and in Washington, D.C., and three more states are expected to go online this year.

Brewing beer may sound like pure, unadulterated, intoxicating fun. But, as is the case with most businesses, survival is hard work. Securing investors, taking a product to market, and reaching solvency is a path riddled with alternative plans and inventive solutions. Even success — Terrapin has experienced 40 percent growth over the last three years — can be a headache. Despite its popularity, Cochran and Buckowski are constantly working to differentiate Terrapin's brand from the other 32 brewers in Georgia and more than 2,700 nationwide.

"The stereotype is that brewers hang out all day drinking beer," says Cochran. "We do love beer, but it took us a decade to get into the brewery we have now. It's a cliché, but the reason we have succeeded is truly because we love *where* we are and we love *what* we do. Because of that, we do it well."

In April 2002, Terrapin released its first beer: the Rye Pale Ale. Just six months later, Terrapin shocked the beer world by winning a gold medal at America's premier event, the Great American Beer Festival. Terrapin's



SPECIAL



When Terrapin beat out 93 competitors to win a gold medal at the Great American Beer Festival in 2002, the fledgling brewery's signature variety, Rye Pale Ale, was available only on draft — and only in Athens

American-style Pale Ale beat out 93 competitors in its category. That was quite an accomplishment for a fledgling brewery whose signature variety, Rye Pale Ale, was available only on draft —and only in Athens.

“Distributors from across the country started calling, saying, ‘We’d love to carry your product!’” says Cochran. “My standard answer was, ‘I appreciate that and I am glad you’ve heard good things . . . but call me back in about three years.’”

Cochran’s path to that seminal moment began nearly a decade earlier. Shortly after he graduated from Terry, having created some promising home brews on his own but not thinking of beer as his life’s work, Cochran moved to Seattle to work as an insurance salesman. In Seattle, he got immersed in the emerging world of craft-brewed beers — which differ from mass-produced beers like those of Anheuser-Busch in terms of quantity brewed, local identity, and the individuality of recipes. (The Brewers Association defines a craft brewer as “small, independent, and traditional.” However, Boston Beer Company — Samuel Adams — is defined as a craft brewery and it is ranked No. 5 in the overall beer market with more than two million barrels sold annually.)

Seeing a chance to marry his passion for beer with a viable business enterprise, Cochran returned to Georgia and went to work for a couple of Atlanta-based breweries. In 1998, he met Connecticut native Buckowski, who had graduated from the American Brewers Guild in California two years earlier. They became fast friends and instant business partners with Cochran taking charge of marketing and Buckowski dedicated to brewing singular beers for a public that was quickly developing both a taste and a fascination for them.

“We worked for about three years, putting together

different business plans and looking for funding, but without success,” says Buckowski. “We redeveloped our plan . . . and then September 11, 2001, happened. We again went looking for funding without success. I finally looked at John and said, ‘You don’t care if your kids go to college, do you?’ Then we basically rubbed our credit cards together and really went after it.”

Making beer requires four basic ingredients — water, yeast, malt, and hops — which can be purchased from all over the world. Terrapin’s grains, for example, typically come from North America and Germany. Terrapin’s hops are shipped from Australia and the Pacific Northwest. But getting the actual liquid product in front of paying customers — and, importantly, investors — takes two more important ingredients: moxie and risk.

In 2002, Cochran and Buckowski decided that the best way to attract investors was to take a product to the market. They began by contract brewing (making Terrapin beer in another brewery’s tanks) at Dogwood Brewing Company in Atlanta. And they signed on with a distributor (a necessary part of Georgia’s mandated three-tier selling system), Northeast Sales, which also handles Miller beer. Still, Terrapin teetered on the brink of closing its doors.

A decision to begin contract brewing in Frederick, Md., where they found additional tank room, was a key element in expanding the business. In 2004, Terrapin started producing bottles and began selling in North Carolina, South Carolina, and Alabama.

The ultimate goal, says Cochran, was for Terrapin to open its own brewing facility in Athens.

“We thought we’d contract brew for six months and then we’d get the money to do it,” says Cochran. “Well, it took four years before we were able to bring investors in. It was 2006, after we’d grown to more than 5,000 barrels a year, when we were able to put a plan together and say,

‘Look, we are making this work. We need capital.’”

In 2008, the Terrapin Beer Company opened its doors in what had been a textile warehouse on Newton Bridge Road. Today, the retrofitted facility leaves little space unused. Brewing ingredients, sacks of dry goods, a bottling line, and office space surround a small army of stainless steel tanks, which do the work of brewing and fermenting. In June, Terrapin began canning in-house.

“It’s one thing to have an idea for something, but to do the hard work and actually get it done is always a big challenge,” says Chris Hanks, who has brought Cochran in to speak to his entrepreneurship students at Terry. “When John speaks at Terry, he’s always a big draw. He makes students think, *I can take this thing I love and I can make a business around that. If he can do it, why can’t I?*”

For the past two years, Cochran and the Terrapin Beer Company have made the Bulldog 100, which ranks the fastest-growing, UGA-owned businesses in the country. In Terrapin’s case, growth of more than 40 percent yearly didn’t happen by luck, without a plan — or come cheap. In 2012, Terrapin expanded and added a state-of-the-art brewhouse to the tune of roughly \$4 million.

Terrapin has won numerous awards, most recently for its German-style Tree Hugger variety. In business for just 12 years, it has grown into Georgia’s second-largest brewery. The company expects to produce 44,000 barrels of beer this year. Terrapin just spent \$4 million on a state-of-the-art brewhouse, and just began canning in-house.

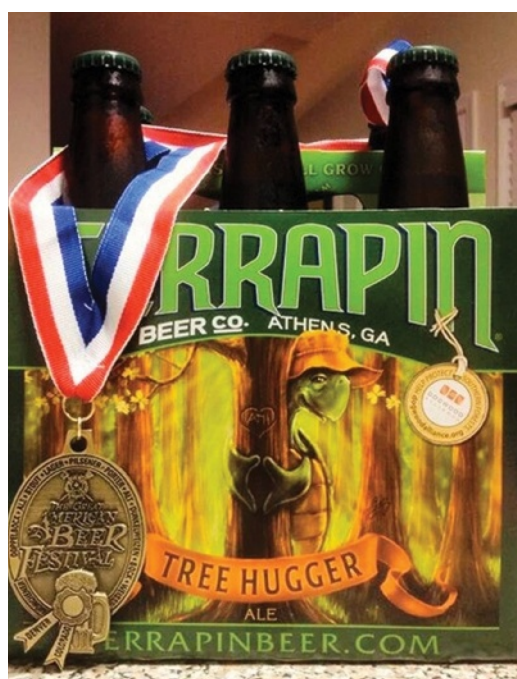
“What the system allows us to do is have more quality, consistency, and more volume per brew,” says Terry graduate Dustin Watts (BBA ’03), who is Terrapin’s vice president of sales and marketing. “A brewhouse system like this one could potentially produce up to 200,000 barrels per year.”

Cochran estimates that Terrapin will produce 44,000 barrels of beer in 2014. The company will produce two dozen different beers this year — and its runaway most-popular variety is Hopsecutioner, an India Pale Ale that is 7.3 percent alcohol by volume. Hopsecutioner represents 43 percent of Terrapin’s sales, and Cochran has stated publicly that the company’s goal is to be the premier India Pale Ale brewer in the Southeast.

“We have to keep an eye on the next thing on the horizon and on how to differentiate ourselves without losing sight of where we’ve come from,” says Cochran. “Athens is famous around the world, and being an Athens brewery is a real feather in our cap.” 🍺



SPECIAL



Inspired by the unique character of the town where they went to school, four Terry grads have built a hotel as unique as Athens

Hotel Indigo Athens

By Alex Crevar (AB '93)

TripAdvisor Review:

“Hotel Indigo is . . . beyond anything you will find in most towns, regardless of their size. It is very modern in its décor [with] very high ceilings in every room, which makes the rooms seem enormous, real attention to detail like Jittery Joe’s (a locally grown business) coffee in every room, art from the local music scene (like REM, B52’s and Widespread Panic band posters), luxurious bedding....”

Five years ago, when Hotel Indigo Athens opened its doors on the northern edge of Athens’ downtown core, the building’s unique shape, its modern-yet-retro décor, its downstairs music club, and its LEED Gold-certified materials served notice that this instantly popular

Barry Rutherford (BBA '79), who worked in account sales and marketing at The Coca-Cola Company for 25 years, is the general manager at Hotel Indigo Athens. He is also a member of the Rialto Property Partners team that built the hotel under the InterContinental Hotels Group umbrella. Opened in 2009, Hotel Indigo Athens was only the 12th LEED Gold-certified hotel in the world and the first to earn that environmentally friendly designation in IHG's fleet of more than 4,500 hotels worldwide.



SPECIAL INSET PHOTO: KENT HANNON



boutique hotel would never be confused with a run of the mill, cookie-cutter chain.

“We cater to travelers who, like Athens, are typically affluent, unique, and out-of-the-box thinkers,” says general manager Barry Rutherford (BBA ’79), who worked in national account sales and marketing at Coca-Cola for 25 years. “We do this by highlighting aspects that both we and Athens take seriously: music, art, and sustainability.”

Rutherford is one of four Alpha Tau Omega fraternity brothers — and also Terry graduates — who invested in Hotel Indigo Athens. The other three are Rick Fine (AB ’81), Jim Price (BBA ’81), and Robert “Buzz” Law (BBA ’83). A fifth partner, Stephen Cooke, has been thoroughly initiated as an honorary bulldog. Collectively, this five-man investment group constitutes Rialto Property Partners, which specializes in real estate acquisition and sustainable development. Based in Atlanta, Rialto decided to build a non-traditional hotel in Athens for a simple reason: The partners wanted to.

“This hotel was not a *have-to* situation,” says Rutherford. “It was a *want-to* situation.”

For starters, Rialto decided to partner with the Inter-Continental Hotels Group, which is the parent company of the Hotel Indigo brand. This allowed the team to build a boutique facility under the umbrella of a corporation that would not only support but encourage the idea of promoting Athens’ art and music ethos.

Guests react immediately to the clean lines of Hotel Indigo’s soothing and efficiently designed lobby, where a curving wall leads to a mini art gallery. The registration desk opens to a trendy bar-lounge area that looks out on a large outdoor courtyard, replete with a fire pit, that is large enough to host weddings. The ceilings throughout the building are high. The hotel is constructed with block and plank and a lot of steel. The overall effect is decidedly feng shui.

LEED (Leadership in Energy and Environmental Design) Gold certification means that the builders had to “maximize energy efficiency and make the most of renewable, sustainable resources.” This is no idle claim. To guarantee energy retention, the building was constructed with block and steel, as opposed to wooden framing. When Hotel Indigo Athens was built in 2009, it was only the 12th LEED Gold-certified hotel in the world and the first in IHG’s international fleet of 4,500 hotels — 52 of which carry the Hotel Indigo name.

By building the hotel they wanted to build, the Rialto partners were able to make clearheaded decisions about features other brands might have skimmed on — or never envisioned to begin with. The partners consciously

decided not to erect the gray box that people typically expect from a hotel. Hotel Indigo’s exterior design is a modern interpretive cross between a Georgia barn and a covered bridge. Each room has its own distinctive style with features like framed REM and Widespread Panic playbills. The gallery, which sits next to a small fitness room, displays local artists’ work. The bar serves local beer and Jittery Joe’s coffee.

“From the very beginning, we decided we were in this to win it,” says Rick Fine, who along with Jim Price (CEO of ExamWorks) started the medical software company InfoCure, which they took public in 1997. Fine is currently involved with a new project, SmartFolks, which develops training software for the hospitality industry.

“As a general rule,” Fine adds, “we either want to be number one or we don’t do it. What I learned at Terry was to think outside the box — in this case the gray box — and then hit ’em where they ain’t!”

TripAdvisor Review:

“This is a very nice and different place to stay. The staff there is friendly and the owners will even sit down and talk with you while you are having a drink. Restaurants and bars are within walking distance.”

The back story of how Hotel Indigo was created has to do with not only *how* the property was built . . . but *when*.

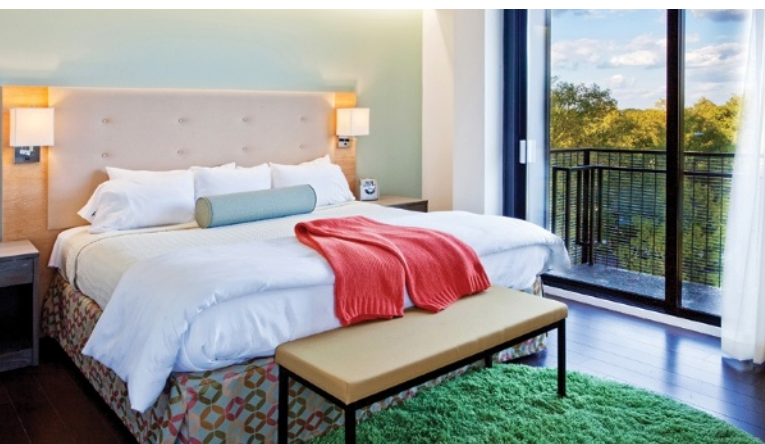
Soon after Rialto Partners purchased the 1.77-acre property — the last open downtown block in Athens — the economy began to crumble. Instead of scaring off the partners, who intended to build condos on the land, the group changed tactics and dedicated themselves to building a considerably more expensive, yet environmentally friendly, structure that was much more challenging than the condominiums they originally planned to build.

“Most folks would have cut corners,” says Price. “The timing couldn’t have been worse.”

When the hotel opened, in August 2009, the economy was in free fall. On the first day of business, the hotel, which cost \$22.5 million to build, lost 30 percent of its value. Looking at it on the bright side, the partners told themselves that things could only get better.

“This *was* and *is* our baby,” says Rutherford. “In the end, we had confidence in the product and in our ability to provide visitors with a quality experience. And we were in it for the long haul.”

The gamble paid off as accolades began rolling in. Hotel Indigo Athens has earned dozens of awards,



including a 2010 Design Award from the American Institute of Architects. And, as national fiscal vectors tilted up, the number of booked rooms increased.

In a football-oriented town like Athens, where home game Saturdays are a boon to the local economy, Hotel Indigo doesn't see itself as overly football dependent.

"It's not just football that drives the hotel," says Buzz Law, who is a certified financial planner and the founder and president of Creative Financial Group, which became a subsidiary of the Synovus Corporation in 2001. "Athens is a destination, and so is the Hotel Indigo. Our business comes from people who want to enjoy this special city. We do weddings, have guests who come to see concerts, and we support a vast array of activities downtown."


Statistics bear him out. Football patrons make up only 11 percent of sales. Year round, including summer, 65 percent of the hotel's rooms are filled. Given that Hotel Indigo is regarded as Athens' high-end option, it's interesting to note that its occupancy rates are 4-5 percent higher than the average Athens hotel.

"Hotel Indigo Athens exceeds the performance of its competitive set in Athens by a wide margin," says Jim Anhut, IHG's senior vice president of design and quality in the Americas. "This hotel is rated as superior by our guests — the highest ranking in our company's system. The partners are exemplars of what makes a great

The rooms exhibit a definite air of feng shui, the outdoor patio is spacious enough for weddings, and how many hotels have their own art gallery? It's all part of the plan at Hotel Indigo Athens, which was the brainchild of four Alpha Tau Omega fraternity brothers who made it big in business. Their original idea was to build condos, but in the midst of the economic downturn Rialto Property Partners decided to go bigger and better. The partners include (from left): Buzz Law (BBA '83), Jim Price (BBA '81), Rick Fine (AB '81), and Barry Rutherford (BBA '79).

franchisee. They embraced the Hotel Indigo brand story and our service model, then interpreted it in a way that is spot on for Athens. They really know the local market, and they are effusive about their Bulldog roots. Strong brand and passionate owners are the powerful formula for success in the franchise business."

Along with their Terry degrees, the wives they met while they were in college, and the five children they've sent to school at UGA, it's worth noting that the Rialto partners all attended college in Athens during the heady days of the 1980s when Herschel Walker ruled the gridiron and Georgia was winning a national championship and three consecutive SEC titles. They also witnessed the birth of the B52's and the emergence of REM. And the special feelings ingrained in them from their college years . . . well, those feelings have never left them.

"We've worked hard to showcase this town and to encourage alumni to come back and relive Athens in a unique environment like the Hotel Indigo," says Rutherford. "And I think we've succeeded." 



Gold standard for Ph.D. students

When Terry's star doctoral student Jonathan Bundy was hired by a top institution, it was a watershed moment for a small, but mighty management department that is filled with prolific A-list researchers

He doesn't wield a Louisville Slugger. But when it comes to his career debut, Jonathan Bundy knocked the cover off the ball. This budding academic's work in the field of management reads like a tale of a major league phenom.

Bundy (PhD '14) was still working on his doctorate at Terry when he earned publication in one of the top academic journals in his field — winning a Best Paper Award from the Academy of Management. His strong first impression in the management field prompted professors from other universities to write job recommendations on his behalf.

Bundy combines prodigious talent with a tremendous work ethic aided by a Terry management department that has made a quantum leap in research rankings over the past five years. According to his professors, the 32-year-old Bundy's body of work as a student is so good that it will be a major stepping stone towards tenure at a top research institution. Given that Bundy recently landed a post at Penn State — one of the top five programs in Bundy's area of research — he seems well on his way to realizing his potential.

Bundy was born into a medical family but found his calling in academia, where his analysis of the British parliament expense scandal got him and lead author Scott Graffin published in *Administrative Science Quarterly*.

By Matt Waldman (AB '96)

Photography by Cassie Wright

"There's a baseball saying, *he's a natural* — perfect pitch, perfect swing, can do everything — that's Jon," says Jason Colquitt, Ph.D. coordinator for Terry's management department. "He's an idea guy, he's a careful data analyzer, and he's a gifted writer."

Strategic management is Bundy's area of research, which encompasses the fields of corporate governance, stakeholder management, crisis and perception management, and reputation and social evaluations. These topics have one thing in common: the interplay of leadership, decision-making, and the impact that public perception has on those leaders and decisions. The fact that Bundy's work is earning exposure in the premier venues of academia is what has his field abuzz.

Administrative Science Quarterly is in the gold standard of academic journals. Where other journals publish 30–50 articles a year, ASQ's output is 16. Bundy earned publication in ASQ as the second author (with Terry management professor Scott Graffin as lead author) of a paper titled, "Falls from Grace and the Hazards of High Status: The 2009 British MP Expense Scandal and its Impact on Parliamentary Elites."

Members of parliament were accused of abusing taxpayers' money for personal benefit. Graffin, Bundy, and the additional three authors determined that individual members of parliament with a higher social status were held more accountable for their wrongdoing than individuals with a lower social status — even if they bilked the public for the same amount of money. Moreover, members of Parliament with a higher social status were twice as likely to lose their jobs as those with a lower social status.

Bundy says the research suggests that the high-status lifestyle that the Bernie Madoffs of the world embrace also subjects them to greater investigative scrutiny. The

research shows that companies need to be especially careful to monitor the public perception of its leaders.

“Look at Martha Stewart. People portrayed her as cold and off-putting, but extremely wealthy and powerful. So when there was this hint that she might be engaged in insider trading, the feds called,” says Graffin, a former director of finance at Osh Kosh Trucking, who notes that Stewart was never involved in insider trading, but she said some untrue things and went to jail on a perjury conviction. “Can you imagine if you picked up the phone and said something that wasn’t entirely true and went to jail? She said she didn’t recall something that she should have recalled and went to jail for it. Does that happen if she’s not famous? I don’t know.”

Graffin contrasts Stewart’s saga with that of the CEO of a major financial institution whose low-key lifestyle kept him free of scrutiny.

“He’s a humble guy. He keeps to himself, he avoids media attention, and he’s not even the highest paid guy in this firm, which is really unusual and speaks to his low-keyed nature. His organization has had a really tough stretch the past four to five years. They’ve written off more than \$50 billion dollars and the CEO has kept his job. Part of that is just him keeping a low profile.”

Graffin praises Bundy for the hundreds of hours of work that he put into gathering the data for the research on Britain’s parliament.

“It’s a substantive body of data that he built and we’re still using it today,” says Graffin, who notes that Bundy gathered an unearthly amount of information, including thousands of media articles and 400 pieces of personal information on each of the 644 individual members of parliament. “I told him at the start of this process that this might be the dataset that gets him tenure — although at the time he was only a second-year Ph.D. student — and that might actually be true.”

Boil it down to its essence and academia is a white-collar trade profession. Ph.D. candidates in business often leave behind successful corporate careers to start from scratch. Professors at research institutions like the University of Georgia must learn to wear the hats of teacher, scientist, writer, and servant to their field — and wear them well.

“Academia is very entrepreneurial compared to what people think . . . it’s the exact opposite of its ivory tower image,” says Mike Pfarrer, Bundy’s dissertation chair in the management department. A former investment consultant, Pfarrer says that those who don’t do it may not appreciate the difficulty of the research and writing components of the job — which are typically conducted at

Five years ago, UGA was tied for 50th in research productivity among 400 university management departments.

Today, thanks to the small, but talented Terry management faculty, UGA has moved to No. 12 in the rankings.

night and on weekends. Writing upwards of 50 drafts of a paper for submission to journals that have acceptance rates well below 10 percent requires initiative, attention to detail, and the persistence of a small business owner.

The job of a research professor is no small task. It’s a craft that includes mining data with the precision of an empiricist, creating publishable written work that balances broad industry appeal with expert-level subtlety and nuance, and communicating the depth and breadth of this information to help students and business consultants put the ideas into action.

Bundy learned his craft during his five years at Terry while apprenticing under a tight-knit band of young professors who have helped make the management faculty among the most productive group of researchers in the country.

The Management Productivity Ranking is an annual report published by Texas A&M, which tracks 400 college departments and universities and ranks their faculty based on the number of papers published in the eight top management journals of the field. UGA was tied for 50th on the list five years ago, but an influx of new faculty has changed all that. UGA cracked the top 15 in 2012 and is now 12th in the latest A&M rankings.

The heightened visibility has peers at other schools abuzz.

“When I speak at conferences, other schools can’t believe there are only 10 of us in the Terry management faculty,” says Graffin, who notes that the small size is by design, helping the faculty maximize the benefits of a Ph.D. apprenticeship model. It also creates and fosters camaraderie.

“We celebrate each other’s successes,” says management professor Christy Shropshire, a former consultant for Ernst & Young. “I’m happy when my colleagues get another publication. It makes us look better. We want to maintain a small, top-notch department.

“I think it helps that we’re all friendly,” adds Graffin, “and as much as we enjoy research, the value we place



on teaching bonds us.”

Bundy fit in from the start — both as an instructor and a young scholar.

“Jon knows this is not an easy job, but he’s driven and he has an acumen for it. He seeks out faculty, he thinks like a scientist, and as a teacher he grabbed the bull by the horns,” says Pfarrer, who also notes that Bundy’s evaluations from students have been exceptional.

“From his first semester here, he’s felt more like a colleague,” says Shropshire, who describes Bundy as easygoing, receptive, and off-the-charts in terms of proactivity. “He works around potential constraints. It’s this intellectual curiosity that he applies in every arena that makes him the gold standard for Ph.D. students.”

This may seem like the tale of a phenom, but genius is often perseverance in disguise. Draw back the curtain and Bundy’s story is that of a former clock-watcher who has now discovered a career where he loses all track of time.

“I’m the black sheep of the family,” jokes Bundy, who was never interested in the medical profession like his parents and two brothers. Instead, he studied political science at the University of New Mexico and got a job in local government upon graduation. But the career never took. On a whim, Bundy and a friend moved to Portland, Ore., for six months.


“A buddy and I were driving to the Great American Beer Festival in Denver, and we just kept going,” says Bundy, who found work at a Portland brewpub. “I waited tables to make money, but I would help the brewer during the day washing kegs and learning how to brew the beer. I didn’t get paid for it, but I wanted to learn. One of the reasons I returned to school was the idea of starting a brewery.”

The Ph.D. program in Terry’s management department is small by design. Professors Scott Graffin (left) and Mike Pfarrer (center) say the apprenticeship model fosters camaraderie and rapport. For Bundy (right), The Globe is a great place to talk shop and learn his trade.

Bundy returned to UNM and earned his MBA with a concentration in finance. On the cusp of his 2009 graduation, a job at Bank of America was his if he wanted it. Ironically, Bundy’s interest in academia took hold just as the world of finance experienced a collapse.

“I was always a clock-watcher in the past — *Is it five yet? Can I go?*” says Bundy, who was never interested in academia before he began collecting data for a management professor’s research. “As tedious and boring as some of the work is, I never notice the time. I’ll forget to stop and tell myself, ‘That’s enough for today.’”

Because of the strength of Bundy’s research, instruction, and performance at academic conferences, job offers came his way from some of the best management departments in the country before he accepted his new position at Penn State.

“He had professors at other schools write recommendations for him — people he met at conferences. They said, ‘I know you’re not my student or my school’s student, but I’ve taken an interest in you and I want to make sure that you do well,’” says Colquitt, who describes the placement of the new Penn State professor with the Ph.D. from UGA as a watershed moment for the Terry management program. “Penn State is one of the top-five programs in the country for what we do. He’ll get tenure there, he’ll get promoted there, and he’ll wind up editing journals there. He’s going to be great. I’ve been doing this for a long time and I’ve never seen anyone better than him.” 

Terry Athenians

Some Terry College alums never leave the Classic City. And many of those who leave eventually return to live and work in America's best college town.



NAME: Connie Cantrell Alger
(BBA '94)

COMPANY: Synovus Mortgage Corp.

TITLE: Mortgage Loan Originator

UPDATE: Connie joined SMC in 2000, and has closed more than \$250 million in mortgage volume. In 2006, she received the Professional of the Year Award from the Athens Homebuilders. In 2013, Synovus presented her with the Chairman's Elite Award.

QUOTE: "What you get by achieving your goals is not as important as what you become by achieving your goals."
– Zig Ziglar



NAME: Laura E. Allen (MBA '10)

COMPANY: American Red Cross

TITLE: Exec. Director, East Georgia

UPDATE: Laura left the energy industry to transition into the non-profit sector and is excited about using her business experience to support the mission of the American Red Cross, which is the largest humanitarian organization in the world.

WHAT'S NEXT: Laura hopes to continue raising awareness in the community about the American Red Cross' local work, and building up the brand locally.



NAME: Sarah Sullivan Austin
(BBA '07, BSFCS '07)

COMPANY: Athens First Bank & Trust

TITLE: VP of Private Client Services

UPDATE: Sarah went to work for Synovus a month after graduation. She works with high net worth clients with a focus on physicians and their practices. She currently banks the majority of the medical market in Athens.

PROUDEST ACCOMPLISHMENT: Volunteering for Hope Haven of Northeast Georgia (board president) and Junior League of Athens.



NAME: Robert Bachman
(BA '93, BBA '96)

COMPANY: Trinity Accounting Group, PC

TITLE: Shareholder

UPDATE: Robert earned a degree in political science from UGA in 1993 and went to work at Athens Regional Medical Center, where he served as a department supervisor. He received his accounting degree from Terry in 1996, and then joined Trinity Accounting in 1999. He specializes in tax accounting and business consulting.



NAME: Jared Bailey (*BBA '84*)
COMPANY: Athens-Clarke County
TITLE: County Commissioner, District 5
UPDATE: Jared recently retired from AthFest after founding the event and directing it for 18 years.
QUOTE: “The way most people avoid criticism is through inaction. I am not one of those people.”
WHAT’S NEXT: Having been reelected to his District 5 seat, Jared now plans to start another business.
PROUDEST ACCOMPLISHMENT: Starting *Flagpole* magazine and AthFest.



NAME: George Barkley (*BBA '94*)
COMPANY: Sovereign Systems
TITLE: Co-Founder/Managing Partner
UPDATE: After working for global companies like Coca-Cola, IBM, and EMC, George co-founded his own technology solutions provider and cloud computing firm with two other Terry grads. Sovereign Systems made the Bulldog 100 the past two years and appeared on the Inc. 500 and *Atlanta Business Chronicle’s* “Best Places to Work.”
WHAT’S NEXT: “I’d like to start a business that keeps me in Athens seven days a week!”



NAME: John Bateman (*BBA '91*)
COMPANY: UGA Athletic Association
TITLE: Assistant Athletic Director Marketing
UPDATE: Named Assistant Athletic Director Marketing in the summer of 2013, John recently completed 20 years with the UGA Athletic Association. He also serves on the board of the Athens Area Chamber of Commerce.
QUOTE: “I don’t care about the storms you had to encounter. I just want to know did you reach port.”
 – Hugh Durham (winningest men’s basketball coach in UGA history)



NAME: Scott A. Beaver (*BBA '98*)
COMPANY: Allstate Corporation
TITLE: Agency Owner
UPDATE: After five years of working as a claims adjuster, Scott has owned and operated his Allstate office in Watkinsville, a premiere service agency, for the past 10 years. He is also a life member of the UGA Alumni Association, and his agency made the Bulldog 100 in 2012–13.
PROUDEST ACCOMPLISHMENT: Having the ability to live and work in the Athens area — and for my wife and I to raise our family here — has been a blessing.



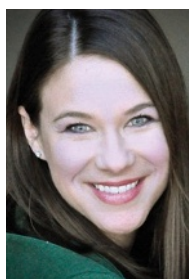
NAME: Jim Belger (*BBA '75*)
COMPANY: Nichols Land & Investment Company
TITLE: Vice President
UPDATE: Jim has worked with Nichols Land & Investment since 1975. He specializes in agricultural and rural land sales. He is a member of the National Association of Realtors, the Athens Area Association of Realtors, Athens Sertoma Club, and the First Methodist Church.
PROUDEST ACCOMPLISHMENT: Jim and his wife Rosemary have two children and two grandchildren.



NAME: Danielle Barron Benson (*BBA '99*)
COMPANY: Massage Envy Spa
TITLE: Franchise Owner/Operator
UPDATE: Danielle left Atlanta and 12-plus years in the software/IT industry to open Massage Envy Spa in Athens — which is one of the fastest-growing new locations in the Massage Envy Spa network.
WHAT’S NEXT: Danielle and her husband are expecting a baby.
PROUDEST ACCOMPLISHMENT: “I employ Terry undergrads, and I am honored to provide them with real-world business experience.”



NAME: Brian Betzel (*BBA '01*)
COMPANY: Infinity Network Solutions
TITLE: Executive Vice President of Sales & Marketing/Partner
PROUDEST ACCOMPLISHMENT: Infinity Network Solutions was named “2013 Business of the Year” by the Greater Macon Chamber of Commerce.
WHAT'S NEXT: Brian sees continued growth for Infinity in the small and mid-sized commercial business sector. Middle Georgia and north-east Georgia are key growth territories for Infinity.



NAME: Allison Chesnutt (*BBA '04*)
COMPANY: a2b Fulfillment
TITLE: Business Development Executive
UPDATE: Allison has worked for three years at a2b Fulfillment, a third-party provider of business-support services. The company, which has a 450,000-square-foot warehouse in nearby Greensboro, is one of Greene County’s largest employers.
QUOTE: “Allison is an expert in the field of logistics. She has the unique ability to communicate concisely and effectively and gain trust.”
 – Ayal Latz, president, a2b



NAME: Paul Collar (*BBA '87, MAcc '90*)
COMPANY: Athens Regional Health System
TITLE: Director of Managed Care
UPDATE: Paul joined Athens Regional eight years ago after working for Ernst & Young, receiving his master’s in health administration from Georgia State, and working for Northeast Georgia Medical Center. He is an alumnus of Leadership Georgia (Class of 2000).
WHAT'S NEXT: Two years ago, Paul married Natalie, who has two children, Hayes and Anna Porter. They are expecting a baby boy in August.



NAME: Chad Collins (*BBA '98*)
COMPANY: Bone Dry Roofing Company
TITLE: Owner/President
UPDATE: 2014 chair-elect of the Athens Area Chamber of Commerce, Chad serves on the board of directors for the National Roofing Contractors Association and chairs the NRCA’s membership committee and the Enterprise Risk Management Task Force.
QUOTE: “It never gets old being on campus and being involved with construction projects that are shaping the future of this great institution.”



NAME: Wendy Johnson Cook (*BBA '91*)
COMPANY: Athens Regional Health Services, Inc.
TITLE: Senior Vice President and Chief Financial Officer
UPDATE: Wendy has spent her entire career in health care finance. She has been employed by Athens Regional for 15 years, the majority of that time as corporate controller. Wendy was named CFO for the health system in May 2013.
QUOTE: “Say ‘yes’ exuberantly and often, but understand when ‘no’ should be a complete sentence.”



NAME: Shane Dekle (*BBA '97*)
COMPANY: State Farm Insurance
TITLE: Independent Contract Agent
UPDATE: Shane worked in commercial real estate in Atlanta, then returned to Athens to work for his father at State Farm. From 1999–2012, he owned and operated a real estate company. He returned to State Farm, opening a new agency in Athens in 2012. Shane was recently recognized by State Farm as one of the company’s top 100 new agents.
QUOTE: “One thing I learned from the real estate market is that it’s not the destination, but the journey.”



NAME: Nancy Denson (*BBA '89*)
COMPANY: Athens-Clarke County
TITLE: Mayor
UPDATE: Nancy was re-elected mayor of Athens-Clarke County in 2014, and she has spent 35 years as an elected official, serving first on the Athens City Council (first woman elected to that body) and then as tax commissioner for 26 years.
PROUDEST ACCOMPLISHMENTS: Honors include the Athena Award, Big Dawg Award from the UGA Alumni Association, Junior League's Lifetime Volunteer Award, and the UGA Arch Award.



NAME: Sarah Schmitt Doherty (*BBA '99*)
COMPANY: Studio in Athens
TITLE: Owner and Pilates Instructor
UPDATE: After graduation, Sarah worked in advertising in Atlanta for a year and then returned to Athens, where she ran the clothing store Bliss for three years. Seven years ago, Sarah began working as a Pilates instructor and opened Studio in Athens in the Leathers Building.
WHAT'S NEXT: Sarah was married three years ago to Jud Doherty and she has four stepchildren. She's expecting her first child in October.



NAME: Michael Dollander (*BBA '90*)
COMPANY: PruittHealth Corporation
TITLE: Area Vice President of Operations
UPDATE: In his position with PruittHealth, a health care provider to the Southeastern United States, Michael is responsible for a region of 12 health care centers in Georgia and North Carolina.
PROUDEST ACCOMPLISHMENT: Michael authored the winning application for the 2013 American Health Care Association's Silver Quality Award for PruittHealth-Old Capitol Center in Louisville, Ga.



NAME: Jason Doornbos (*BBA '00*)
COMPANY: Landmark Properties
TITLE: Senior Vice President of Development
UPDATE: Jason joined Landmark Properties in 2010 as vice president of development and is responsible for identifying and sourcing new development opportunities in university housing markets throughout the U.S. In this role, Jason also works with the company's debt and equity partners to secure appropriate capital and oversees the property to stabilization. (See Landmark Properties feature story on p. 36.)



NAME: Doc Eldridge (*BBA '76*)
COMPANY: Athens Area Chamber of Commerce
TITLE: President and CEO
UPDATE: Doc spent 27 years in the insurance business before being hired by the chamber in 2007. He also spent eight years in public office as a county commissioner and mayor of Athens.
PROUDEST MOMENT: I was mayor of Athens on 9/11. Never have I been so proud as I was in the days that followed, of the reaction and response of the Athens community and the UGA student body.



NAME: Henry Garrard III (*BBA '68, JD '70*)
COMPANY: Blasingame, Burch, Garrard & Ashley Law
TITLE: Founding member and head of Plaintiffs' Litigation Department
UPDATE: Admitted to the Georgia Bar in 1971, Henry has been involved in major mass tort litigation since 1978. In 1980, he tried the largest class-action suit ever tried in Texas.
PROUDEST ACCOMPLISHMENT: Since 2002, Henry has hosted barbecues for as many as 600 people to raise money for cancer research.



NAME: Will Glenn (*BBA '03*)
COMPANY: University of Georgia Athletic Association
TITLE: Associate Head Coach
UPDATE: Will was named associate head tennis coach in 2008 after three years as an assistant coach. A four-year letterman, he played on two national championship teams (1999, 2001). In 2012, the Athens native was named the ITA Southeast Region Assistant Coach of the Year for the second time in three seasons.
PROUDEST ACCOMPLISHMENTS: My family — wife, Natalie, and our son, Grady.



NAME: Joel Gregory (*BBA '95*)
COMPANY: Landmark Properties
TITLE: Chief Financial Officer
UPDATE: Joel's career has allowed him to gain experience in multiple industries while performing wide-ranging tasks. He joined Landmark Properties in 2010, where he works with several Terry College grads. (See p. 36.)
QUOTE: "I'm proud of my continued growth, both personally and professionally, while working for a growing company and living in the city that is home to the Terry College of Business at the University of Georgia."



NAME: H. Patrick Haggard (*BBA '75*)
COMPANY: Western Judicial Circuit
TITLE: Superior Court Judge
UPDATE: After his graduation from UGA, Patrick graduated from John Marshall Law School in 1983. He practiced law in Athens for 28 years and was a part-time municipal court judge for 20 years. In 2010, Patrick was appointed by Gov. Nathan Deal as a superior court judge for Clarke and Oconee counties, replacing Terry graduate Steve Jones (*BBA '78*) who was named a district judge. Patrick was elected without opposition in 2012.



NAME: Ryan Hammock (*MBA '13*)
COMPANY: Wells Fargo
TITLE: Principal Business Banker
UPDATE: Ryan joined Wells Fargo in 2004 and has been a VP in the Athens banking group since 2011. A native of Chestnut Mountain, Ryan is a founding member of the Athens Jaycees and recently served as treasurer for the Georgia Junior Chamber of Commerce. He is a member of the Athens Rotary Club, an advisory board member for the Athens March of Dimes, and is active with the United Way of Northeast Georgia.



NAME: Bobby Heath (*MBA '79*)
COMPANY: First American Bank and Trust Company
TITLE: President/CEO
UPDATE: A Georgia community banker for 41 years, Bobby was employed by SunTrust Bank for 23 years and has been with First American for 18 years.
QUOTE: "The University of Georgia is one of the leading economic development engines in our state. And the Terry College spreads its influence not only in Georgia but throughout the world. I'm extremely proud to be a Terry graduate."



NAME: Megan McCulley Henning (*BBA '92*)
COMPANY: Foundry Park Inn & Spa
TITLE: Sales Manager
UPDATE: Megan previously spent 14 years as marketing director for the Downtown Athens Business Association and the Athens Downtown Development Authority. Her accomplishments there include founding the Downtown Athens Gift Certificate Program and representing Athens on the Georgia Main Street Association.
QUOTE: "Be yourself; everyone else is already taken." — Oscar Wilde



NAME: Mark Hodge (*BBA '79, MBA '80, JD '84*)
COMPANY: Fortson, Bentley & Griffin, P.A.
TITLE: Attorney
UPDATE: Mark played tight end at UGA before being admitted to the bar in 1984. He has also served as a business law instructor at UGA's Center for Continuing Education.
PROUDEST ACCOMPLISHMENT: "I'm proud of our firm's representation of the UGA Real Estate Foundation. Much of the new construction on campus has been on the shoulders of the foundation."



NAME: Diane Futch Johnson (*BBA '82*)
COMPANY: University of Georgia
TITLE: Director of Parents and Families Leadership Council
UPDATE: After 20 years with Georgia Pacific, Ford Motor Company, and AT&T, Diane joined UGA, where she is responsible for parent outreach and fundraising. She has also served on the alumni association board.
PROUDEST ACCOMPLISHMENT: Diane and her husband Darryl (*BBA '70*) are the parents of three UGA grads, including Nikki, who has an Executive MBA from Terry.



NAME: Walker Keadle (*BBA '08*)
COMPANY: BB&T Home Mortgage
TITLE: Mortgage Loan Originator
UPDATE: Walker recently joined the BB&T Home Mortgage team in the Athens, Winder, and Lavonia areas. He has been doing home mortgages for three years, as manager of the downtown branch in Athens and as a member of the Athens and Gainesville commercial lending teams.
PROUDEST ACCOMPLISHMENT: "I had a long-term goal of making a positive impact on the Athens community. I do *what* I love in a *place* that I love."



NAME: Davis Knox (*BBA '98*)
COMPANY: Fire & Flavor
TITLE: Co-Founder/President
UPDATE: A 2009 Distinguished Young Alumni Award Winner, Davis is co-founder of Fire & Flavor, a grilling products company. In 2012, Fire & Flavor partnered with John Wayne Enterprises to develop a line of barbecue items under the John Wayne Stock & Supply brand. Two percent of sales are donated to the John Wayne Cancer Foundation.
QUOTE: "The longer I'm in business, the more I respect the value of a good team."



NAME: Lindsey Griffin McKinney (*BBA '05*)
COMPANY: Alta Moda Inc.
TITLE: Owner
UPDATE: After eight years as a marketing supervisor in the insurance industry working with ACE Group, Lindsey opened her own clothing boutique. Working locally allows her to volunteer with the Athens Area Cancer Auxiliary (as president), Junior League of Athens, and the Young Professionals Advisory Board at St. Mary's Hospital. She is also an alumni adviser for Phi Mu sorority.



NAME: Steve Middlebrooks (*BBA '73*)
COMPANY: Heyward Allen
TITLE: President, Dealer Principal
UPDATE: Steve leads an automotive business with \$75 million in annual sales that's been recognized with a number of General Motors and Toyota awards, including the GM Mark of Excellence Award. In 2012, he was honored by *Time* magazine as the Georgia Dealer of the Year.
ACCOMPLISHMENTS: Steve serves on the board of Athens First Bank and Trust, and he has received the Boy Scouts Distinguished Citizen Award.



NAME: John Padgett (*BBA '68*)
COMPANY: Southeast Ambulance Services
TITLE: Founder/CEO
UPDATE: In 2013, John was elected chairman of the Georgia Republican Party. His community involvement includes chairing the Athens Downtown Development Authority and GACA High School All-Star Game. He has also served as president of the Oconee County Chamber of Commerce.
WHAT'S NEXT? With the 2014 midterm elections looming, John is dedicated to growing the GOP.



NAME: Chris Peterson (*BBA '01*)
COMPANY: Peterson Properties, LLC
TITLE: Founder/Owner
UPDATE: Chris owns and manages residential, commercial, and industrial real estate in the Athens area. His company, which is also construction-based, focuses on historical preservation/renovation, as well as custom build-outs for commercial and industrial tenants.
QUOTE: "I have enjoyed contributing to the preservation of historic structures, which I feel are a very important part of Athens' heritage."



NAME: Bob Pinckney (*BBA '82*)
COMPANY: EvoShield, LLC
TITLE: Chief Executive Officer
UPDATE: Since Bob was named CEO of EvoShield in 2010, this innovative athletic protective gear company has experienced a growth rate in excess of 100 percent every year. EvoShield products are featured in every major sporting goods retailer in America — and endorsed by a number of professional athletes.
WHAT'S NEXT: Keep growing EvoShield — where numerous Terry graduates are employed — into a nationally recognized brand.



NAME: Stephanie Ransom (*BBA '00*)
COMPANY: UGA Athletic Association
TITLE: Assistant Athletic Director for Business Operations
UPDATE: In June 2000, immediately after graduation, Stephanie took a position at the UGA Athletic Association as assistant director of business. Her current responsibilities include managing day-to-day business operations, budget reporting and planning, contracts, and information technology. She also serves as sport facilitator for UGA's soccer and softball programs.



NAME: Andrew Rasmussen (*BBA '05, MEd '09*)
COMPANY: Northwestern Mutual
TITLE: Financial Advisor
UPDATE: Andrew began his career with Stadion Money Management. After earning his master's, he started his own financial planning practice with Northwestern Mutual. In 2013, he earned the company's Mountain Top Award, given nationally to two advisors. He's been recognized by the Atlanta chapter of the National Association of Insurance and Financial Advisors as a "Top Advisor Under 40."



NAME: Pat Rodrigue (*BBA '81*)
COMPANY: Taylors Iron Company
TITLE: Founder/CEO
UPDATE: Pat played on two SEC championship football teams and was awarded the Coffey County Hustle Award. He founded Taylors Iron Company with two employees. Still hustling after all these years, Pat has built Taylors Iron into a national miscellaneous metals company with 70 employees and strong growth potential on the horizon.
QUOTE: "Most people my age are retiring, but I've still got my foot on the gas!"



NAME: Scott Saucier (*BBA '87, MAcc '88*)
COMPANY: Trinity Accounting Group, P.C.
TITLE: Shareholder
UPDATE: Scott joined Trinity (then known as Thomas W. Scott & Associates) in 1997, when the firm had fewer than 10 employees. It has now grown to a staff of more than 50. Scott began his career with Arthur Andersen in Atlanta and also was the tax director of Merial in Athens. In 2012, Trinity Accounting was ranked on the UGA Alumni Association's Bulldog 100 list.



NAME: Theresa Noell Silcox (*BBA '08*)
COMPANY: Cannon Financial Institute, Inc.
TITLE: Senior Vice President/ Director of Strategic Alliances
UPDATE: Theresa joined Cannon in 1998 and is a member of the Enterprise Solutions Team. She works with corporate client and sponsor relationships to support and fund performance development initiatives for financial service industry firms. Theresa is on the board of the Athens Area Chapter of the UGA Alumni Association and was named 2013 Volunteer of the Year.



NAME: Bob Sleppy (*BS '05, MBA '10*)
COMPANY: Nuçi's Space
TITLE: Executive Director
UPDATE: Bob also serves as adjunct faculty for UGA's Institute of Non-profit Management, teaching social entrepreneurship and nonprofit leadership. He is a 2012 graduate of LEAD Athens, and in 2010 he helped craft the proposal that brought the Georgia Music Hall of Fame collection to UGA's Special Collections Library.
PROUDEST ACCOMPLISHMENT: In 2011 and 2012, Nuçi's Space was ranked on the Bulldog 100 list.



NAME: Matthew Smith (*BBA '08*)
COMPANY: Georgia Farm Bureau
TITLE: Legislative Specialist
UPDATE: Matthew joined the Georgia Farm Bureau in 2013 to help coordinate state affairs with the Georgia General Assembly in dealing with agricultural issues.
QUOTE: "The education gained and the contacts made at UGA prepared me for life on the other side of the Arch."



NAME: Toby Smith (*BBA '98*)
COMPANY: Trinity Accounting Group, P.C.
TITLE: Shareholder
UPDATE: Toby serves as the firm's Director of Assurance Services and his primary service industries are automotive dealerships, real estate, medical practices, and not-for-profit entities. In addition to assurance services, he specializes in business valuations and litigation support. Toby is a graduate of LEAD Athens and he recently completed three years of service on the Watkinsville City Council.



NAME: Colin Stokes (*BBA '98*)
COMPANY: The National Bank of Georgia
TITLE: Vice President
UPDATE: Colin joined The National Bank of Georgia in 2011 after working in the financial industry for 12 years. His civic involvement includes the Athens Rotary Club, Athens Country Club, Boy Scouts, and Athens First United Methodist Church.
QUOTE: "I feel fortunate to be part of a tremendous bank in NBG — and to be able to raise a family in the wonderful community of Athens."



NAME: Edward Tolley
(*BBA '71, MBA '74, JD '75*)
COMPANY: Cook, Noell, Tolley & Bates, LLP
TITLE: Partner
UPDATE: Ed is one of the state's most respected criminal defense attorneys, and a respected civil and business litigator. He is perhaps best known as the attorney for the UGA Athletic Association. He received the State Bar of Georgia's Tradition of Excellence Award in 2008 and the inaugural Professionalism Award in 2002. Ed is a past president of the Clarke County Board of Education.



NAME: W. Marks Towles Jr.
(*BBA '65, MAcc '67*)
COMPANY: The Southern Company
TITLE: Retired
UPDATE: Marks retired in 1999 after a long and successful career with The Southern Company. His last position was as director of auditing for Southern Energy International (now known as Mirant), where he managed a staff of 30 professionals worldwide and was responsible for all audit activities in the United States, South America, Great Britain, Europe, and the Far East.



NAME: Chuck Vickery (*BBA '70*)
COMPANY: Vickery Financial Services, Inc.
TITLE: Founder/CEO/Wealth Advisor
UPDATE: After years of recognition as a leader in the financial services community, Chuck and his firm began operating as an Independent Registered Investment Advisor.
QUOTE: "Put your clients' interest ahead of yours, take care of them, and they will take care of you."
PROUDEST ACCOMPLISHMENT: Being recognized in the top 2 percent of financial advisors in Atlanta by *Atlanta Magazine*.



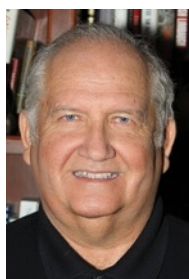
NAME: Callie Fowler Waller
(*BBA '92, MEd '95*)
COMPANY: Athens Classic Properties
TITLE: Realtor
UPDATE: Received Good Neighbor of the Year Award in 2012 and the Circle of Achievement designation for sales volume from the Athens Area Association of Realtors. Callie is also board president for the Interfaith Hospitality Network of Athens.
PROUDEST ACCOMPLISHMENT: "IHNA has grown during my six years on the board. It's exciting to see families live independently again."



NAME: Caroline Harris Ward
(*BBA '00, MPA '03*)
COMPANY: TransFit LLC (Transformational Fitness)
TITLE: Founder/CPA/Certified Personal Trainer/Certified Nutritionist
UPDATE: After working in the accounting field, Caroline — a member of two NCAA champion gymnastics teams at UGA — is helping people transform themselves physically and spiritually. Starting TransFit allows her to use business skills she learned at Terry in tandem with her love of exercise and nutrition.



NAME: Katie Waters (*BBA '07*)
COMPANY: Stable Waters Financial
TITLE: Owner/Financial Advisor
UPDATE: Katie started Stable Waters Financial in 2011 to better serve her clients with a comprehensive financial planning experience that begins with intensive cash flow planning. Her client base is centered in Atlanta but is steadily making its way down Highway 316 to Athens. She just finished her seventh year in the industry.
WHAT'S NEXT: "I am looking to add a couple advisors in Athens or Atlanta to meet demand for my services."



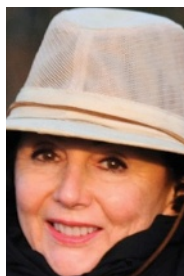
NAME: Larry Webb (*BBA '69, MBA '70*)
COMPANY: Athens Regional Health System
TITLE: Senior Vice President and Chief Financial Officer (retired)
UPDATE: Larry retired in 2011 after 37 years of service as the chief financial officer of two major health care systems and a 42-year overall career in health care. He continues to do limited consulting and coaching of C-Suite executives. Larry is an emeritus member of the Terry College Alumni Board and the Georgia CFO Networking Group.



NAME: David Weeks (*BBA '95*)
COMPANY: Barberitos, Dunkin' Donuts/Baskin Robbins, Mirko Pasta restaurants
TITLE: Owner/President
UPDATE: A four-year letterman on the UGA football team (1992–95) who once sold pharmaceuticals, David owns five restaurants in Athens and Watkinsville. In the fall of 2014, his company will be opening its third Barberitos and third Dunkin' Donuts locations in nearby Bethlehem. David also served on the Oconee County Board of Education from 2005–12.



NAME: Elbert N. Whitmire III (*MAcc '78, JD '79*)
COMPANY: Fortson, Bentley & Griffin, P.A.
TITLE: Attorney
UPDATE: An Athens native, Bert was admitted to the bar in 1979. He got his CPA license two years later. His practice areas include corporate and tax law, estate planning, and probate. He is a member of the Western Circuit Bar Association, and he currently serves on the boards of Southern Mutual Insurance, Athens Technical College Foundation, and SunTrust Bank Athens.



NAME: Catherine Vaughn Whitworth (*BBA '69*)
COMPANY: Brownell Travel
TITLE: Independent Travel Advisor
UPDATE: An Athens native, Catherine has been involved in the travel trade for 18 years — six with Brownell Travel — and she is a destination specialist for trips to exotic locales such as Africa, Southeast Asia, India, and Paris. A favorite of many celebrity clients, Catherine shares her passion for travel through a blog on her web site: www.catherinewhitworth.com.



NAME: Gerry Whitworth (*BBA '71*)
COMPANY: Whitworth Land Corporation
TITLE: Principal
UPDATE: For nearly 40 years, Gerry has been involved in commercial and industrial land brokerage. He started Whitworth Land Corporation in 1995, and in the last five years he and his son have sold and closed more than 150 land transactions totaling more than \$60 million. Clients include Certainteed, Merial, Caterpillar, UGA. Gerry has been a director for First American Bank and Trust in Athens for 27 years.



NAME: Carol Williams (*BBA '72*)
COMPANY: Coldwell Banker Upchurch Realty
TITLE: Associate Broker
UPDATE: Carol has worked in real estate since 1997 and joined her current firm in 2003. In 2011, she was named Realtor of the Year by the Athens Area Association of Realtors. A torch bearer for the 1996 Summer Olympics, Carol has been involved in Leadership Georgia and Leadership Athens. She is a former member of the state board of education, and she is now a Clarke County Board of Education member.

Alumni Awards and Gala



BEERT MCCONOLD


The 2014 Terry College Alumni Awards and Gala was held on May 3 at the Inter-Continental Buckhead hotel in Atlanta, and the program portion of that important evening opened with a video of Aflac CEO Dan Amos in a hardhat at the Correll Hall site on North Campus. With a gigantic construction crane looming behind him, Amos gave a black tie audience of 600 Terry alumni a brief video tour of the first phase of the Business Learning Community. Amos, chairman of the *Building Terry* campaign cabinet, said:

“This project will revolutionize business learning at the University of Georgia and impact every aspect of the student experience. Go Dogs!”

Amos then took the podium — live and in real time — to punctuate what he’d said in the video:

“It’s our goal that you will leave here tonight prouder than ever of your alma mater!”

The new Business Learning Community is not the only reason for Terry grads to be proud, as incoming Alumni Board Chair Cecil Cooke (BBA ’76) discussed in a Gala video presentation wherein he congratulated Rob Hoyt on the risk management/insurance department being ranked No. 1 in the nation — ahead of perennial No. 1 Wharton, where Hoyt, who is RMI department head, got his master’s and Ph.D.

What follows, in this Gala section, are career profiles of this year’s alumni award winners — RoundRock Capital Partners founder/managing director Peter Vig (BBA ’62, MBA ’64), Carroll Organization Principal Darren DeVore (BBA ’86), and Merrill Lynch Senior Vice President Blake Bruce (BBA ’03) — plus a photo collage from another fun-filled Gala evening. 

The five men privileged to have their photo taken with Mary Virginia Terry at this year’s Gala were (from left): Peter Vig (BBA ’62, MBA ’64), Interim Dean Charles Knapp, new Terry College Dean Ben Ayers, Darren DeVore (BBA ’86), and Blake Bruce (BBA ’03). Vig, DeVore, and Bruce were this year’s award winners. Turn the page to read their career profiles.

— Kent Hannon



#TerryYoungAlumni

Terry's Young Alumni Board is comprised of 60 graduates from across the country who are 35 years old or younger. Founded in 2007, the board is charged with outreach and engagement to Terry's young alumni community.

Young Alumni Board Initiatives:

- Undergraduate Mentor Program: mentoring more than 300 students annually
- Second Century Club: fostering a culture of giving
- Business Learning Community Brick Campaign: contributing to the *Building Terry* campaign (details below)

For more information on members, their projects and how to get involved, visit

terry.uga.edu/yab

HELP BUILD TERRY ONE BRICK AT A TIME!

The Terry College of Business at UGA has launched its most ambitious capital campaign with a goal of \$90 million. We invite you to leave a lasting legacy by purchasing a brick or paver to support the *Building Terry* campaign.



Small Bricks - \$250 • Large Pavers - \$1000
TERRY.UGA.EDU/GIVING





Distinguished Alumni Award
terry.uga.edu/award-vig

Peter Vig (BBA '62, MBA '64)

Founder/Managing Director, RoundRock Capital Partners

By Kent Hannon

A former high school cheerleader who started buying and trading stocks when he was a senior at Columbus High, Peter Vig was just three years removed from his MBA studies at UGA when he was feted in a 1967 *Shearson Hamill* ad in *The New York Times* along with future hedge fund superstars Walter Mintz and Don Cecil. But in those three years, Peter had made a dramatic leap from his first job with Texaco in New Orleans, where he was hired as an entry-level land man. Promoted to scout, his second job at Texaco was to hole up in Louisiana courthouses and ferret out information on competitors' leasing, drilling, and geophysical activity.

"I took 15 hours of physical science as an undergrad at Georgia, including Geology 101 and 102 . . . so I guess that paid off!" says Vig, who in the course of a 50-year career has done just about everything imaginable in the oil and gas field, including his current position as managing director of his own hedge fund, RoundRock Capital Partners, in Dallas, Texas.

One of Peter's many distinctions is that he was perhaps the first person who was watching Mitchell Energy develop the Barnett Shale — which was the industry's first shale development and, at the time, the largest producible reserves of any onshore natural gas field in the U.S. Located near the city of Fort Worth, the Barnett Shale changed the entire U.S. energy landscape.

"I got interested in the Barnett Shale somewhat by accident," says Peter, "when a bunch of drilling rigs caught my eye on the way to my quail hunting lease."

Over time, Peter became an expert at deducing which U.S. energy plays would strike pay dirt.

"Peter Vig was a true pioneer among Wall Street energy analysts," says David DiDomenico, who worked with Peter at Tiger Management in New York. "Early on, Peter understood the transformative potential of new technologies — including horizontal drilling. He was the first guy in the business that I heard mention the Marcellus, now one of the largest gas plays in the world."

The Park Avenue office of Tiger Management — where he reported directly to billionaire Julian Robertson — is where Peter's career really took off.

"I had known Julian for several years," says Peter, "and when he offered me a job at Tiger I jumped at it. Before I knew it, I was back in New York managing the energy sector for the largest hedge fund in the world. It was \$8 to \$10 billion when I started at Tiger — and it got as high as \$20 billion at one point!"

An avid sportsman and outdoorsman, Peter loves to hunt and fish — but even in a duck blind the competitive advantage he enjoys over other people is evident, says former colleague Andy Shoup.

"When Peter worked with me at the Sabine Corporation, a number of guys at the office were into duck hunting," Shoup recalls. "At that time, Peter wasn't into duck hunting, but the next thing you know he's got all the duck calls, the very best equipment, and he's learned how to use them all. He came out one morning looking like an NFL quarterback with the lamp black under his eyes to shield them from the sun."

"The gist of this story is that Peter Vig is relentless when it comes to details. When he tackles a new enterprise, he learns every facet of it — large and small — no holds barred. He challenges himself to become an expert on any kind of endeavor, whether it's a property he's buying or selling, a company he's investing in — or duck hunting!"

Being successful is one thing. Well respected is another. But being well liked by everyone you come in contact with . . . as Peter Vig is? Well, that's the trifecta.

"How old is Peter . . . he must be 73 by now? Well, he's the youngest 73 I've ever met!" says Shoup. "He has 200 percent more energy than the rest of us. And there's nobody more fun to be around than Peter Vig!"

If you make a big enough name for yourself in Dallas, you're asked to join The Petroleum Club. Peter's not just a member; he's a past president. And as nominator Hill Feinberg points out, Peter is a generous supporter of both the Dallas community and his alma mater.

"Peter's support of the Dallas community includes feeding the hungry at Stewpot and supporting Camp John Marc for children with disabilities," says Feinberg (BBA '69), who was honored with Terry's Distinguished Alumni Award in 2008. "Peter was also one of the first individuals to make a significant investment in Terry's new Business Learning Community." ■



Distinguished Alumni Award
terry.uga.edu/award-devore

Darren DeVore (BBA '86)

Principal, The Carroll Organization

By Kent Hannon

Service to the Terry College is a key attribute when emeritus members of the Alumni Board evaluate nominees for the annual Distinguished Alumni Awards. And, in that regard, nobody does it better than Carroll Organization Principal Darren DeVore. Nominator Jason Hudson cites the leadership Darren has displayed while serving on the Terry Alumni Board and chairing the Terry Dean's Advisory Council as being vitally important to the college.

"But beyond that," says Hudson (BS '96, EMBA '04), "when you look at three significant Terry College programs — Student Managed Investment Fund, Young Alumni Board, and Corsair Society — Darren DeVore has conceived, funded, and/or helped direct all three of those difference-making programs."

Darren majored in finance at Terry, made the Dean's List, and was active in Student Judiciary. He also served as president of the Student Finance Club, which was an invaluable experience for a future financial analyst and investor who started his career at PIMCO and later became a managing director of Artisan Partners, where he grew the firm from assets of \$800 million to more than \$65 billion. The present-day successor to Terry's Student Finance Club, the Student Managed Investment Fund, was created — or, in a sense, *re-created* — by Darren. When Darren got re-engaged with the Terry College as an alum, he wanted today's students to have that same experience. So he and his wife Pam made a \$125,000 gift that kick-started the Student Managed Investment Fund, wherein Terry students make investments in the stock market with real-life consequences.

The Corsair Society takes the Student Managed Investment Fund to the next level. Ably supported by Darren DeVore, who is a committee member, the Corsair Society has helped 80 UGA students land financial industry internships that have led to full-time jobs at Goldman Sachs, Morgan Stanley, J.P. Morgan, Barclays Capital, and other leading firms.

Created in 2007, the Young Alumni Board was also Darren's brainchild — and it has become an important means of engaging recent Terry graduates.


Darren is also a leader in the community.

When their children, Brooke and Addy, reached school age, Darren and Pam wanted them to attend a private school with an academically challenging Christian-oriented curriculum. When they couldn't find one in their East Cobb community, the DeVores started one at their church. Mount Bethel Christian Academy in Marietta has now grown to nearly 600 students in grades K-8. It is fully accredited, Darren served as chairman of the board for the first 10 years of the academy's existence — and Brooke and Addy are now UGA students.

Darren inherited his love of sports and business from his father, who played professional baseball in the St. Louis Cardinal and Los Angeles Dodger organizations. Darren was born in Wichita, Kan., and he lived in number of different cities before his family moved to Atlanta when he was in sixth grade. He was a standout golfer at Wheeler High School in Marietta, he pledged Fiji at Georgia, and he was particularly inspired by Phi Gamma Delta president Frank Hanna (BBA '83).

"Frank had a huge influence on me," says Darren. "I distinctly remember being at a rush party a week after I had accepted my bid. Frank came downstairs and I said to him, 'What have you been doing?' He said, 'I just finished reading Hamlet.' I looked at this guy — who was a brilliant finance student and also a lot of fun — and I remember thinking, That's who I want to be! I ended up being named one of the top seniors on campus — and Frank Hanna is a mentor to this day. We're investment partners on two business ventures, including The Carroll Organization."

Darren attributes his success in business to his interest in helping new enterprises grow — and that includes The Carroll Organization, where CEO Pat Carroll's success in multi-family real estate first attracted Darren's attention as an investor in 2010. He left Artisan Partners in June 2012 and acquired a significant interest in Carroll, where he works with each Carroll business unit on strategy, development, and growth.

"Darren is also a trustee of the UGA Foundation and a member of the campaign cabinet for Terry's Business Learning Community," says Jason Hudson. "His commitment to Terry serves as a benchmark for the way we hope today's students will give back to the college when they become alumni." 



Outstanding Young Alumni Award
terry.uga.edu/award-bruce

Blake Bruce (BBA '03)

Senior Vice President, Merrill Lynch

By Kent Hannon

With the strong support system and nurturing home life that Blake Bruce has experienced, this future Merrill Lynch executive could have been raised virtually anywhere. But Blake's formative years were spent in the beautiful Roanoke Valley town of Salem, Va., where the Blue Ridge Mountains wallpaper the horizon and people grow up with a distinct sense of both family and place.

"Salem, Virginia, is a Small Town America kind of place where you go to the corner drugstore to get a limeade," says Blake, whose parents met when they were in college at UGA. His mother, Mary Lou, was a high school math teacher until she retired, and his father, Stewart (BS '72), is a senior vice president of sales for the Salem-based Graham-White Manufacturing Company, which has supplied engineered components to the railway and transportation industries for nearly 100 years.

"My dad is probably the hardest-working person in town," says Blake. "But he wasn't caught up in the *Wall Street Journal* all weekend when I was growing up. Both he and my mom were great mentors."

When you grow up in a small town where everybody knows your name, there's an added bonus in having an older sibling — in this case, Bruce's beautiful sister Taylor — to show you the ropes.

Teamwork is one of the hallmarks of Blake's success at Merrill Lynch, and he learned many of those lessons as a talented athlete in age group and prep sports. He was a mainstay of the Salem High School tennis team, as the Spartans twice made it to the state team finals. The Salem football team was also a powerhouse, winning the state championship when Blake was a sophomore, and then again his senior year. He made 14 tackles in the state semi-finals that year and was named Player of the Week for his heroics as Salem went on to post a perfect 14-0 season.

Blake pledged Sigma Chi at UGA, majored in finance at Terry, and met his future bride, Mary Catherine Simmons, when they were sophomores in college. The couple married in July 2006, and Mary Catherine (BS '03) is now chief operating officer at the R.A. Siegel flooring company in Atlanta. Blake and Mary Catherine have

two young children — Mary Stewart and her new baby sister Annabelle. The fifth member of the Bruce family is English bulldog Storman Norman.

Following graduation in 2003, Blake took a full-time position at Morgan Stanley in Atlanta, where he was a member of the company's Pace Setter Club. In 2008, he moved to Merrill Lynch's Buckhead office, where he was recently promoted to senior vice president. Also joining Merrill Lynch in 2008 was a good friend from Blake's Terry and Sigma Chi days, Ty Dickey (BBA '05), who is now his partner in Merrill Lynch's Bruce Dickey wealth management group.

"Blake has a phenomenal skill set," says his boss at Merrill Lynch, John Inhouse. "He's bright and analytical. He has great financial acumen, tremendous people skills — and he's a national faculty member for Merrill Lynch, traveling the country training Merrill Lynch professionals in our Optimal Practice Model."


As a measure of the love and respect that Blake feels for Terry, where he has served as president of the Young Alumni Board, he and Mary Catherine have made a stretch gift in support of the *Building Terry* campaign.

"As chair of the Young Alumni Board," says Ty Dickey, "Blake encouraged YAB members to be *intentional* about their service to the college — and his stretch gift embodies that philosophy."

Blake also gives back to his community, as nominator Ted McMullan (MBA '93), a past chair of the Terry Alumni Board, noted in his recommendation letter.

"Blake takes time out from his busy schedule at Merrill Lynch to coach age-group football at the Northside Youth Organization," says McMullan. "He also serves on the board of governors of the Touchdown Club of Atlanta. Given all that he has accomplished in such a short time, I can't imagine a more deserving recipient of this award."

John Inhouse echoes those sentiments, and as the parent of young children he's mindful of all that Blake's parents have done to help their son reach his true potential.

"I embarrass Blake every time his parents visit our office," says Inhouse. "I say, 'Stewart and Mary Lou, I don't know how you did it . . . but it worked! And I want to raise my kids the same way you raised Blake!'" 

Alumni Awards and Gala



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PHOTOS: BERT McDONOLD



7

1. No silent auction is complete without a football autographed by Herschel Walker.
2. (from left) Gala co-chairs Logan Ide (MBA '95, JD '95) and Brian Beckwith (BBA '91) welcomed a black tie crowd of 600.
3. Alumni Board chair Buck Wiley (MBA '92, JD '92) and wife Ellen Wilkins Wiley (AB '96) in the ultra popular photo booth.
4. The dance band was a huge hit!
5. UGA President Jere Morehead added his words of welcome.
6. New UGA Provost Pamela Whitten and husband Jason.
7. The Terry Ambassadors were out in full force!
8. Terry Ambassador Kevin "Femi" Brinson, a senior Honors student in management and international business, introduced Distinguished Alumni Award winner Peter Vig.
9. No wardrobe is complete without a *Building Terry* hardhat!

To see more photos: terry.uga.edu/gala



8



9

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*Source: Scarborough Release 2013

The way of the innovator

MBA Program instructor David Sutherland's courses are teaching students how to innovate within an organizational framework, and companies are reaping the benefits of partnering with Terry

By Matt Waldman (AB '96)

Innovation is a funny word. Add one-part success and two-parts hindsight, and this noun evokes the iconic imagery of the assembly line, interchangeable parts, and Henry Ford. Remove the success and retain the hindsight and a company risks creating a punch line. Bic succeeded with its line of pens, lighters, and razors, but the company's line of disposable underwear for women generated more cackles than shekels.

Terry faculty member David Sutherland understands that the subject of innovation — when paired with touchy-feely, new age buzz phrases like “playful environments” — oftentimes results in sideways glances from senior managers. However, Sutherland's idea of play really does work, and he has the goods for CEOs to follow him down the rabbit hole.

“I run into it all the time, but I've done this work for 25 years. I tell CEOs to give me one of their big strategic issues and some license to play with it,” says Sutherland, who will create a team, lead it through the innovation process, and convert the masses. “The ideas that teams deliver blow away CEOs, who admit they would never have had the same results sitting around a conference table.”

Finding new ways to help and improve existing companies is the essence of Sutherland's three business innovations courses in the Terry MBA Program. And there

is no shortage of organizations willing to give students meaningful projects.

The roster includes both local and international firms, including the Centers for Disease Control and Prevention, CNN, Equifax, Coca-Cola, 1,000 Faces Coffee, Caterpillar, Inc., Cisco Systems, and Toyota. The list includes repeat customers, who offer students internships — and jobs are typically not far behind.

The Innovation Management course shows students the lay of the land. It covers the tenets of the subject, who is good at it, why they're good at it, and essential considerations for employees engaging their company to develop stronger innovation capability.

The mission is to equip students with the skills and knowledge to understand the current state of innovation within a work environment. From there, they can help a company become more innovative and generate more value from an idea or a process.

“Over the past 20 years companies have become

The Design Thinking Course is one of three business innovations courses in the Terry MBA Program. Taught by David Sutherland (foreground), these students spent the semester developing and presenting prototypes of a design thinking studio and fabrication center for local tech incubator Four Athens. “Over the past 20 years companies have become very efficient at managing cost,” says Sutherland, “but they're not good at coming up with new creative ideas or choosing the right ideas to develop.”



very efficient at managing cost, but they're not good at coming up with new creative ideas or choosing the right ideas to develop," says Sutherland about firms' mastery of internal quality and efficiency programs that are highly controlled with easy-to-spot problems, but lacking an external focus that generates growth. "There's almost \$2.3 trillion sitting inside U.S. corporate treasuries that is not being spent — more money than any time in history. Companies for a lot of reasons are not investing those dollars, and they are not taking the same risks that they may have taken in the past. To create growth in an economic system, you've got to invest."

The Design Thinking course teaches students how to walk the talk with specific methods of observation, creation, prototyping, and implementation. Sutherland models the course process after components of Stanford University's renowned design program. Students learn how to open an existing culture to new ideas while creating the proper physical environment that is flexible, inquisitive, playful, and risk-friendly.

"Companies are beginning to realize that instead of setting up goals to reshape their culture, they are setting up environments to support innovation and culture changes," says Sutherland, citing studies in the fields of neuroscience and psychology — thanks to his burgeoning partnership with UGA's Torrance Center for Creativity and Talent Development, which includes an interdisciplinary certificate program in creativity and innovation.

"The science is there to show that it works," says Sutherland, who points to AT&T and Printpack as two companies that have set up innovation centers, zones, and spaces. The new environments are generating richer ideas and tools. "Companies are beginning to realize that if you change the behavior you change the culture, because culture is a reflection of behavior. We use a model with four behaviorally-based variables called the Operating State. When IBM transformed its culture, you can look to these four variables and see how they did it."

The Innovation Projects Course is the capstone of the three-course sequence. MBAs take what they've learned and then develop an actionable business plan that meets the goals of the company while providing the students with real, hands-on experience. The students act as consultants, tackling live business problems for corporate, government, and nonprofit clientele and delivering actionable strategic plans on specific company projects. Each company comes to the course with a specific challenge — grappling with an emerging market, pursuing a new project, making branding decisions — and teams of MBA students tackle these

challenges during the semester.

"The innovations courses help students understand how to develop an implementation strategy" says Sutherland, who notes that it's more than just generating a good idea — especially a bold idea that has to connect to things that the client is already doing. "You have to have a very specific plan with roles and accountability with real individuals inside the company. Because of this focus, we find that so many of our clients implement what we come up with. It's great."

The course divides students into small multidisciplinary teams. Students spend half their time in the classroom, and the other half generating solutions for clients. Equifax has partnered with the Innovations course on three projects.

The first project resulted in the team developing an innovation process to identify initiatives for Equifax's operations group. That led to a second project that examined Equifax's methods of teaching new customers about a product or service. The most recent project was a big data engagement that vice president of operations Tom Latimer has labeled a success.

"The Terry students presented product recommendations that leverage Equifax's strengths to the health care and automotive industries," says Latimer, who describes how the MBA team met with internal teams across the Equifax organization to develop an ROI calculator.

"Our people can use it to identify the value that our data would bring to our customers. In the case of the automotive industry, it helps us have conversations with the dealers to help them forecast sales."

"Companies like Equifax look at our projects course as a little microcosm where they can ask students to generate ideas for how to maximize their use of analytical tools and big data," says Sutherland. "They throw it to students to work on and the students come back with ideas and an implementation plan. For the client it only requires them to spend an hour a week with the students."

Latimer sees opportunities for students to turn these projects into careers with Equifax. It's feedback that coincides with Sutherland's vision.

"We want to give our MBA students the ability to walk into companies and say, 'I'm not only good at analytics and finance . . . I'm also good at what it takes to come up with new ideas and develop those ideas to get them into the marketplace.' When they see it on resumes, companies are gravitating towards students with this kind of skill set and orientation to business growth." ■

For more information: http://www.nxtbook.com/nxtbooks/terryyuga/mba_innovations/#/4

Janala: Tale of love, good fortune, and education

The odds of Bangladesh residents Parisa Khan and Sharif Sadique Shuvo earning MBAs in America were long. But they won visas in a country-wide lottery, and their story ended happily

By Matt Waldman (AB '96)

The Bengali term for window is “janala.” It could also be the title of a story about love, good fortune, and the long journey of a young couple who meet in their native Bangladesh, receive life-changing news foretold by a mother’s intuition, and ultimately travel across the globe to begin life anew. This is the most improbable story of Parisa Khan (MBA ’14) and Sharif Sadique Shuvo (MBA ’14).

Khan and Sadique Shuvo met as employees of BBC World Service. They were working on a non-profit program called BBC Janala, a multimedia project that provides affordable English language education in Bangladesh. Khan was handling the finance and budgeting for an interactive team responsible for developing the multimedia products; Sadique Shuvo was a producer and product manager in charge of delivering the content. Love wasn’t far behind.

“I knew right away,” says Khan about meeting her husband for the first time. “After nine months of dating, we got married.”

“Definitely. I knew she was going to be the one,” says Sadique Shuvo, as Khan laughs with obvious delight at his response. “We even worked together for a year after we got married.”

When Khan decided to pursue an MBA, the couple’s original plan was for her to apply for a Canadian visa and attend school

in Toronto near family. Sadique Shuvo, who had finished his master’s in linguistics and literature a few years earlier, would continue traveling between London and Asia as a producer with the BBC. But intuition had a different plan, and it gave Khan’s mother a glimpse through the window of a most unlikely future — a Diversity Immigrant Visa.

“It’s a U.S. program in developing countries. Millions of people apply for it in Bangladesh and they pick approximately 20,” says Sadique Shuvo, who explains that when they applied for the DV Lottery Bangladesh residents had only a year of eligibility remaining before the visa lottery moved to another Asian country. It would take as long as 20 years to return.

“We applied, and like most who do, we forgot about it because getting picked is like saying you’re going to get struck by lightning tomorrow,” says Khan. Considering that a U.S. visa application takes up to a decade for approval, it’s no wonder they decided that Canada and

(from left) Sharif Sadique Shuvo and Parisa Khan met while working at the BBC in Bangladesh on a multimedia project called “Janala,” which is Bengali for “window.” First, they married — and then the window of good fortune opened even wider when they won the U.S. Diversity Immigrant Visa Lottery. The chances of winning the lottery, which would enable the couple to study abroad, were so slim that America was never in their plans until the day motherly intuition intervened and changed their lives.



PHOTOGRAPHS: CASSE WRIGHT

its two-year waiting period was a better option.

With school tuition already paid for in Toronto and living arrangements worked out with relatives, their lives were going as planned . . . until Khan's mother called her at work one day.

"She had a feeling that something was going to happen with the program and said I should check online. I was reluctant, but she called me back again and again, urging me to check," says Khan, who, despite the 0.84 percent chance of an Asian resident winning the DV Lottery in 2012, acquiesced just so her mom would stop calling. "I checked . . . and there it was!"

Life changed direction on a dime. Sadique Shuvo and Khan contacted friends in Atlanta who recommended heading south to look at schools. Within a month, they arrived in Atlanta with four suitcases and a pair of GMAT scores.

They decided on Terry, and Parisa enrolled in the Full-Time MBA program with a concentration in finance; she also earned an assistantship. Sadique Shuvo initially considered an Executive MBA with a concentration in marketing while working in Atlanta, but Marketing Director for MBA Programs Kerry Terrell intervened.

"During the welcome weekend, Kerry convinced me that if I wanted to switch careers it would be good to take it slow," says Sadique Shuvo. Terrell pulled his application and scores from the Executive Program just before the Full-Time Program window closed and granted Sadique Shuvo an interview. He earned a half-scholarship and made ends meet with a job at University Housing. "Besides, she asked me what was the point of me living in Atlanta with Parisa in Athens?"

Fast-forward two years and the couple has their Terry degrees in hand and are moving to the New York City area. Khan has accepted a job as associate finance manager at multinational consumer goods conglomerate Unilever, where she interned last summer. The couple has rented an apartment overlooking Manhattan so the city can be a part of Sadique Shuvo's job search.

"I was interviewing with AT&T for a three-year program when Parisa got the job," says Sadique Shuvo, who had targeted the Atlanta market. "We had a pact. Whoever got the job first, we would move to that job. It helped us focus on separate areas."

Geographically the size of the state of New York — but with a population that's larger than Russia's — Bangladesh is one of the most densely populated countries in the world. They are a well-traveled couple, but both husband and wife admit that the vast expanses of



Sadique Shuvo (left) and Khan (right) earned their MBAs in May. Sadique Shuvo has a concentration in marketing. Khan has a concentration in finance. She has accepted a job as associate finance manager with multinational consumer goods conglomerate Unilever in New Jersey.

space in the South took some getting used to.

"I heard that the U.S. had a lot of land that's empty and all trees, but I could not imagine it until I came down here," says Khan, who at first found the lack of crowds she was accustomed to in Southeast Asia — even in Atlanta — unsettling. "I felt like I needed to see people at times because it was so quiet. I could hear myself breathing! It was very disturbing."

"In Atlanta, you can go for a jog and not see a human being; only cars," says Sadique Shuvo. "It's very different."

But Khan is quick to cite American roads as one of his favorite things about the United States. "The highway system is amazing here. I've never seen anything like it. And the whole country is connected by an interstate? That's great."

Close proximity to the hustle and bustle of New York will be more familiar. But like everything else during this whirlwind period of change in their lives over the past five years, Khan says they're embracing it.

"Sometimes you have these life-changing moments that lead you to a place you were never thinking about, but you know what you want to do." ■

Classnotes

Who's doing what, where

Compiled by Tiska Banks (BS '12)

1945-49

Abit Massey (BBA '49) of Gainesville received the Alumni Merit Award from the UGA Alumni Association.

1960-64

Congressman **Larry Walker** (BBA '64) of Perry received the American Bar Association Solo and Small Firm Lifetime Achievement Award.

1965-69

Congressman **Johnny Isakson** (BBA '66) of Marietta gave the 2014 UGA undergraduate commencement address in Sanford Stadium. **William B. Jones** (BBA '66) of Jackson was honored with a 2013 Alumni of Distinction Award from the UGA Graduate School. **Richard Cebula** (MA '68) of Jupiter, Fla., received the 2013 University of Georgia Graduate School Alumni of Distinction Award. **Wayne Clark** (BBA '68) of Atlanta

was named director of land acquisition and development at FrontDoor Communities. **Doug Ivester** (BBA '69) of Atlanta received the Alumni Merit Award from the UGA Alumni Association. **Mark Reed** (BBA '69) of Dawsonville received the Founder's Award from Sigma Pi Fraternity International.

1970-74

Bill Hart (BBA '71) of Columbus was named Builder of the Year by the Greater Columbus Home Builders Association. **Pete McDonald** (BBA '71) of Rome was appointed president of Georgia Northwestern Technical College. **Larry Stansell** (BBA '71) of Trion is running for mayor of the city. **Winburn "Brother" Stewart** (BBA '74) of Macon was appointed to the Board of Natural Resources.

1975-79

Avery Sledge (BBA

'75) of Beavercreek, Ohio, was ordained as a pastor in the U.S. Church of Christ.

Philip Goldstein (BBA '78) of Marietta was re-elected as Ward 7 councilman for Marietta. U.S. District Court Judge **Steve Jones** (BBA '78) of Atlanta received the Distinguished Service Scroll Award from the UGA School of Law's alumni association. **Tim Keadle** (BBA '78) of Statham, president of the UGA Alumni Association, taught a graduate-level course in accounting at Terry (see p. 15). **David Koran** (BBA '78) of Newnan joined the staff of Lindsey's Inc. Realtors. **Michael Ottwiller** (BBA '78) of Marietta joined Sterling Risk Advisors as a principal. **Frank Philips** (BBA '78) of Columbus joined Sterling Risk Advisors as a principal. **Morris Sapp** (BBA '78) of Winterville celebrated 25 years of service at Crossroad

Community Church.

1980-84

Lee Bentley (BBA '80) of Tampa, Fla., is an interim U.S. attorney and was appointed to fill the 35-county Middle District of Florida. **Bonnie Lind** (BBA '81) of Alpharetta was elected to the board of directors at Federal Signal Corporation. **Alan Tomblin** (BBA '81) of Cincinnati, Ohio, was elected to the 2014 International Sanitary Suppliers Association Board of Directors. **Chris Welton** (BBA '81) of Atlanta was named CEO of the United States Equestrian Federation. **Steve Daniel** (BBA '83) of Thomaston has been appointed president of West Georgia Technical College. **Nancy Bush** (BBA '84) of Menlo Park, Calif., was appointed CFO at Fortinet, Inc. **Michael Dillon** (BBA '84) of Weston, Conn., was appointed to the board of directors of Snipp Interactive Inc.

Martha Jacobs (BBA '84) of Armuchee was honored as the Assistant District Attorney of the Year for Georgia by the Prosecuting Attorneys' Council of Georgia. **Jan Moore** (AB '84) of Statesboro was appointed dean of students at Ogeechee Technical College. **Richard Riley IV** (BBA '84) of Washington, D.C., is the principal officer/consul general at the U.S. Consulate General in Halifax, Nova Scotia, Canada.

1985-89

Chris Duncan (BBA '85, MBA '86) of Marietta joined Edgewood Partners Insurance Center's executive team as chief growth officer. **Marty Rowe** (BBA '85) of Sheboygan, Wis., was promoted to president of Sargento Foods' ingredients division. **Scott Wayne** (BBA '85) of Athens was named regional president with responsibility for northeast Georgia by Commu-



Changes in your life or career? Let your fellow alums know what's new!
You can submit your class notes online, upload photos of your children, share a promotion.

terry.uga.edu/alumni/online

nity Bank & Trust. **Scott Meadows** (BBA '86) of Lilburn was named president of Wheeler/Brand Management Company. **Whitney Schiffer** (BBA '86) of Miami, Fla., was promoted to director in the Audit and Attest Services practice with Berkowitz Pollack Brant Advisors and Accountants. **Melanie Brown** (BBA '87) of Duluth joined Signature Bank of Georgia as senior VP and managing director of Small Business Administration Lending. **John Ferguson** (BBA '87) of Atlanta was named president of CBRE's southeast region. (See feature story on p. 28.) **Lynne Hogan** (BBA '87) of Savannah earned the coveted Management Liability Insurance Specialist certification. **Anita Gregory Arnold** (BBA '89) of Orlando, Fla., obtained her chartered property and casualty underwriter designation. **James Manley III** (BBA '89) of Macon was named president and CEO of SunTrust Bank's Macon-Columbus region, which also encompasses Albany. **Tony Woodard** (BBA '89) of Marietta was named interim CFO of Popeye's Louisiana Kitchen, Inc.

1990-94

Deron Davis (BBA '90) of Atlanta was named director of The Nature Conservancy. **Tillman**

Douglas (BBA '90) of Atlanta has joined The Partnership, a full-service advertising agency. **Jay Hallinan** (BBA '91) of Charlotte, N.C., was appointed CEO of Tenex Health. **John Cochran** (BBA '93) of Jefferson is co-owner of Terrapin Beer Company, which has been named to the Bulldog 100 list. (See feature story on p. 48.) **Tim Farmer** (BBA '93) of Woodstock was named CFO of Financial Asset Management Systems. **Jay Henry** (BBA '93) of Ringgold is the newest member of GNTC's board. **Chris Manzi** (BBA '93) of Bogart was named vice president, private wealth relationship manager and medical market specialist for Athens First Bank & Trust. **Jay Prince** (BBA '93) of Valdosta is chairman of the board of the Valdosta-Lowndes County Chamber of Commerce. **Jimmy Ramey** (BBA '93) of Chattanooga, Tenn., was named lead of a new team at CapitalMark Bank & Trust. **Todd Strickland** (BBA '93) of Peachtree City was appointed to the Fayette County Development Authority. **Thomas Flourney** (BBA '94) of Columbus was appointed chief public defender for the six-county Chattahoochee Judicial Circuit. **John Isakson** (MA '94) of Atlanta was promoted to chief capital officer

Profile

University budget expert

By Charles McNair

Ryan Nesbit turns plans into real life. He gives oversight on budgets and strategies to deans, administrators, managers, professors, coaches, and other teammates at the University of Georgia.

Still, Nesbit (MBA '91) never planned one thing.

"When somebody asks what you want to be when you grow up," he says, "not many people answer, 'Vice President of Finance and Administration at a major university.'"

Well, here he is. Ramrod straight, attentive, a military air about him. Nesbit works out of a North Campus office, his conference



Nesbit played basketball at The Citadel, and he brings a military-like sense of preparedness to his VP for finance job.

table an obstacle course of binders and books. He took the position full-time in March, having served eight months as interim, but his office still looks like moving day.

Nesbit leads a team of 1,600 UGA staff. HR, budgeting, business/accounting services, and auxiliary services (campus transit, campus food) all report to him. He directs facilities management, environmental safety, facilities planning, and real estate/space management.

He also oversees the campus police. He's a trustee of the UGA Foundation, treasurer of the UGA Research Foundation, chair of the

UGA Real Estate Foundation Board of Trustees, and treasurer of the UGA Athletic Association.

"Growing up, I was going to be a basketball coach," says Nesbit, who shot hoops daily at his home near Pittsburgh with his parents and his older siblings. "They instilled in me the value of a strong work ethic and an even stronger commitment to family."

Nesbit played basketball at The Citadel, then got his MBA at Terry. The lessons of the court stuck with him.

"Bill Russell, the great Boston Celtics center, would say he judged how effective he was as a player by how well he improved the play of his teammates," says Nesbit. "I think that applies here in this job."

Arnett Mace, UGA Provost emeritus, was an important mentor.

"Ryan has a marvelous skill set," says Mace. "He's very creative in the development of budgets, and outstanding in execution and in modifications, when needed. I miss working with him every day, professionally as well as personally." ■

for Preferred Apartment Communities. **David Whidbee** (*PhD '94*) of Pullman, Wis., was named interim dean of Washington State's business college. **Summer Martin** (*BBA '94, MBA '95*) of Smyrna has joined Dentons as a partner in its Health Care practice. Summer's addition will further Dentons' strategy to grow its presence in the Southeast, the second largest regional legal market in the United States. **Marie-Paule Sinyard** (*BBA '94*) of Scottsdale, Ariz., was recently hired as vice president of Business Development for H. Beck, Inc. She is responsible for helping grow the organization locally and nationally through relationship building.

1995-99

Jonathan Tuggle (*BBA '95*) of Atlanta will chair the State Bar of Georgia's Family Law section. **Aimee M. Dean** (*BBA '96*) of Athens and her husband Donnie welcomed their first child, Virginia. **Scott Devitt** (*MBA '97*) of Ho-Ho-Kus, N.J., has rejoined Stifel Financial Corporation as a managing director, with a focus on the Internet sector. **Stephanie Lang** (*BBA '97*) of Atlanta was promoted to chief investment officer of Homrich Berg. **Kristen Vance** (*BBA '97*) of Atlanta was hired by Rosemont

Realty as its asset manager. She will be responsible for 2.31 million square feet in Alabama, Florida, North Carolina, Pennsylvania, and Virginia. Prior to joining Rosemont Realty, she was senior vice president at PM Realty Group, responsible for managing a team of operations, construction and engineering professionals, overseeing a 10-million-square-foot portfolio of office and industrial properties. **Jay Byce** (*BBA '98*) of Atlanta has joined American Residential Properties, Inc. as senior vice president of investments. In this role, Jay will be responsible for managing all aspects of the company's real estate investment activities, including sourcing, due diligence and closing. **Angela Dotson** (*BBA '98, MAcc '99*) of Atlanta was named one of *Georgia Trend's* 40 outstanding Georgians under the age of 40. Angela provides financial planning advice for small businesses. She also volunteers with breast cancer patients through Turning Point Women's Healthcare. **Jon Higham** (*BBA '98*) of Greensboro was appointed mid-Atlantic regional vice president with Stadion Money Management. **Dan Murphy** (*BBA '98, MAcc '99*) of Roswell has been named a partner with Habif,

Arogeti & Wynne, LLP. **Kevin Rose** (*BBA '98*) of Chattanooga, Tenn., was promoted to member at Henderson Hutcherson & McCullough PLLC. **Mike White** (*BBA '98*) of Norcross was named to the 2014 Risk and Insurance Power Brokers: Under 40 list. **Chris Blackmon** (*BBA '99*) of Athens is co-owner of Atlas Real Estate Advisors which was named to the Bulldog 100. **Andrew Clyde** (*BBA '99*) of Bogart is owner of Clyde Armory which was named to the Bulldog 100. **Todd Koransky** (*BBA '99, MAcc '00*) of Atlanta was named a partner at Williams Benator & Libby, LLP. **Christopher Turner** (*BBA '99, MAcc '00*) of Atlanta was promoted to senior manager at Ernst & Young LLP. **Carl Varnedoe** (*BBA '99*) of Savannah was named to the *Daily Report's* "2013 On The Rise" list of up-and-coming lawyers. *The Daily Report* is a legal newspaper that covers breaking news related to Georgia law, trial coverage and law firms.

2000-04

Emily Howell (*BBA '00*) of Jefferson is owner of Howell Orthodontics which has been named to the Bulldog 100 list. **Jason Kimrey** (*MBA '00*) of Annapolis, Md., was named area director for US Federal at

Intel Corporation. He currently leads a business development team responsible for working throughout the US Government to address mission requirements of Defense and Civilian agencies through the use of leading edge technologies. **Matt Thomas** (*BBA '00*) of Athens is co-owner of Atlas Real Estate Advisors which has been named to the Bulldog 100 list. **Bryan Eure** (*BBA '01*) of New York, N.Y., was named to the 2014 Risk and Insurance Power Brokers: Under 40 list. **Patrick Kindregan** (*BBA '01*) of Cumming joined Floyd Medical Center's Family Medicine Residency program. **Allen Oakley** (*BBA '01*) of Greensboro, N.C., was spotlighted in *Triad Business Journal's* 40 Under Forty. Allen manages Charles Aris' internal operations and has led the firm's transition to new software and developed and grown its training program. **Bryan Mullis** (*MAcc '02*) of Commerce recently released his solo musical project named "By Small Ruin." Prior to that, he released his debut album in June 2013 entitled "Year of the Bull," in which he plays every instrument on the album. **Tate O'Gwin** (*BBA '02*) of Dalton is running unopposed for the Ward 2 seat on the Dalton City Council. **Brian Shaw** (*BBA '02*) of

Dallas, Texas, was named a partner at Shackelford, Melton & McKinley, LLP. **T.J. Way** (*MBA '02*) of Greenville, S.C., joined Cherry Bekaert LLP as a director in the firm's tax practice. **Otis Brumby III** (*BBA '03*) of Marietta was named one of *Georgia Trend's* 40 outstanding Georgians under the age of 40 for his work in overseeing *The Marietta Daily Journal*, *Neighbor Newspapers*, and the *Cherokee Tribune* in suburban Atlanta. **John Byers** (*BBA '03*) of Brentwood, Tenn., joined Aon as vice president. **Jake Carter** (*BBA '03*) of McDonough is the new chairman for the American Farm Bureau Young Farmers and Ranchers Committee. **Dane Cooper** (*BBA '03*) of Atlanta married Stephanie Kirijan on May 17. **Jay Ferro** (*MBA '03*) of Cumming has joined the American Cancer Society as its CIO. **Mitchell Foster** (*BBA '03*) of Saint Paul, Minn., received his master of science in law degree from Champlain College and was promoted to second vice president at Travelers Companies Inc. **Scott Hutchison** (*BBA '03*) of Atlanta was named 2013 Young Realtor of the Year by the Atlanta Commercial Board of Realtors. **Luis Imery** (*MBA '03*) of Athens won the 2013 EarthCraft

House Project of the Year award for his building project Proud Green Home at Serenbe. The project is a residential net-zero energy home. **Tommy Lee** (BBA '03) of Atlanta has been named a partner at Habif, Arogeti & Wynne, LLP. **Michael Patrick** (BBA '03) of Atlanta has been named vice president of capital markets at Goldman Sachs. In this capacity, Michael is responsible for the company's fund management platform. He will oversee all facets of global distribution, including raising capital, marketing Carroll Organization Funds, recruiting, and building the network for identifying sources of capital. **Justin Strickland** (BBA '03) of Albany was named the president of the Albany-Dougherty Economic Development Commission. **Dustin Watts** (BBA '03) of Jefferson is vice president of marketing and sales at Terrapin Beer Company which was named to the Bulldog 100 list (see story on p. 48). **Jason Copeland** (BBA '04) of Marietta was named vice president and mortgage banker at Private Mortgage Solutions. **Ori Epstein** (BBA '04, MAcc '04) of Atlanta was named senior manager at Habif, Arogeti, & Wynne, LLP. **Michael B. Glatzer** (BBA '04, MAcc '04) of Bethle-

hem recently married Dania Liebergesell. They live in Virginia, where Michael is a CPA. **Matt Mautz** (BBA '01) of Atlanta was named to the 2014 Risk and Insurance Power Brokers: Under 40 list. **Brian McGill** (BBA '04, MBA '10) of Snellville is engaged to Susan Setterstrom. The wedding is planned for July 4. **John Shafer** (BBA '04) of Charleston, N.C., married Mary Buchanan.

2005-09

Matthew Allgood (BBA '05) of Augusta was married to Sarah Peters on December 14th. **Arthur Edge, V** (BBA '05) of Atlanta recently married Lindsay Veale on April 12th. **Drew French** (BBA '05) of Athens is the founder of Your Pie, which has been named to the Bulldog 100 list. (See alumni profile on p. 85.)

Kevin Kisner (BBA '06) of Aiken, S.C., won the PGA Tour's Callaway Pebble Beach Invitational golf tournament. **Priti Mehra** (MMR '06) of Singapore was promoted to chief client officer of Southeast Asia for Millward Brown. **Adam Shoemaker** (BBA '06) of Peachtree City married Whitney Thompson. **Claire Dilworth** (BBA '07) of Atlanta married Thomas Bryan. **Doug Ourada** (MBA '07) of South Lyon, Mich., was named manager of Eaton's

Profile

Your Pie finds its niche

By Chris Starrs (ABJ '82)

While his middle-school dream of operating a bar and grill in the Virgin Islands hasn't panned out yet, Drew French is doing just fine in the restaurant business.

French (BBA '05) is the founder of Your Pie, and he is considered one of the pioneers in the fast-casual pizza market. He opened the first Your Pie in Athens in 2008, and since then 17 more locations have opened in Georgia, South Carolina, Florida, and Tennessee.



French (BBA '05) just opened store No. 19 with Ben Allen (BBA '05) running it and Mike Lonergan (BBA '01) investing in it.

Bolstered by the marketing education he received at Terry, French reasoned that the fast-casual concept — not offering customers table service but touting food quality, amenable pricing, and ambiance — would eventually find its way to pizza.

"I lived the sub boom, the wrap boom, the burrito boom, and the burger boom," says French. "Pizza is a super-competitive marketplace, but when I was at Terry I learned about creating a niche and being different from your competitors. The Your Pie brand was built around being different."

Originally, bankers — who were just beginning to feel reces-

sion ramifications — did not share French's fast-casual vision, but he was able to launch Your Pie thanks to financial investment from his father, Allen French, a metro Atlanta dentist and entrepreneur.

Father and son have ownership interest in five Your Pie stores. The other locations are franchise arrangements.

Your Pie No. 19 just opened in Buckhead — with French's Terry classmate Ben Allen (BBA '05) running the new store and additional financial support coming from Mike Lonergan (BBA '01) at the Atlanta-based private equity firm Georgia Oak Partners. With yet another Terry grad in his corner in Your Pie CEO Bucky Cook (BBA '77), French sees a bright future for his six-year-old company.

"Building a brand is what I learned how to do in my Terry marketing classes — and five years from now we should be national," says Drew. "Our goal by the end of 2015 is to have 100 locations open. We're projecting fast growth, but we want to be sure to do it the right way. We'll probably open 10 more Your Pies this year and we'll do a lot next year." ■

Profile

Inside Network Athens

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

There's a trace of mischief in Stephen Rosenberg's smile when the subject of Network Athens comes up. "I remember the first party we threw," says Rosenberg (MBA '10). "I didn't know what to expect. Then over 100 people showed up — I turned around and Mike Mills from R.E.M. was walking in, so I thought, *Okay, I think we're onto something here.*"

Rosenberg's idea, Network Athens, was a return to old school meet-and-greets. He noticed that typical happy hours and chamber meetings were stocked with the same people passing the same business cards back and forth. Where was the young, Internet-savvy talent? Where were the hungry entrepreneurs? How could he meet folks who, like himself, wanted to chart modern directions in the Classic City?

"I started to think of it as a parliament of sorts," says Rosenberg, who has customized the concept of networking and fashioned it to reflect the individuality of the Classic City. It's an approach he honed during business school while working with Chris Hanks, a lecturer in Terry's Entrepreneurship Program.

Through Network Athens, Rosenberg has created a community that celebrates the business, technology, and culture of Athens. (For information about the next event, go to: networkathens.com.)

As for what's next, Rosenberg and his team have developed SoundBoard, a conference organized by Rosenberg's online marketing agency, Perfect Pitch Concepts. SoundBoard aims to teach businesses how to compete online and replicate the Network Athens experience in other cities. ■



"The Internet is awash in tools, but someone has to tie it all together," says Rosenberg (MBA '10), who shows people how to use those tools through Network Athens and SoundBoard, a conference organized by his marketing agency, Perfect Pitch Concepts.

Hastings plant.

Hunter Creekmore (BBA '08) and **Jacklene Szadek** (BBA '08) were married at Magnolia Plantation. **Ben Colley** (BBA '08) and **Melanie Watts Colley** (BBA '08) of Marietta welcomed their first child, Nick. **Stephen Watson** (BBA '08) of Lakeland, Fla., was recognized on the 2014 Best Lawyers in America list. **Julian Dossche** (BBA '09) of Atlanta will head up the USFloors Shanghai office. **Patton Ellis** (BBA '09) of Jacksonville, Fla., married Lawrence Weber Jr. **Hillyer Jennings** (BBA '09) of New York, N.Y., invented a product called Wrist Tunes, small bracelets with a built-in speaker that play songs. **Rebekah Madebach** (BBA '09) of Augusta starred in a production of Arthur Miller's "The Crucible." **James Martin** (MBA '09) of Charlotte, N.C., was hired by RiverFront Investment Group as its mid-Atlantic regional director.

2010-14

Laura Allen (MBA '10) of Athens is executive director of the East Georgia Chapter of the American Red Cross. **Michelle Carrier** (MMR '10) of Herndon, Va., married **Joseph Wales** (BBA '06, MBA '10) of Reston, Va. **Stacia Doster** (BBA '10, MAcc '11) of Chicago married

Ellis Chambers. **Jack Stapleton** (BBA '10) of Atlanta was named an associate with the Atlanta office of Fisher & Phillips LLP. **Kelly Hopkins** (BBA '11) of Roswell was hired by Moore Colson as a business assurance associate.

John King (BBA '11) of Demorest released his first single, "Tonight Tonight" from his debut album, "King." **Ryan Miller** (BBA '11) of Atlanta is a digital analyst at BBDO Atlanta.

Josh Murray (BBA '11) of Athens is a contestant on "The Bachelorette." **David Beers** (AB '08, MBA '13) of Orlando, Fla., gained a significant following with his first horror novel, *Dead Religion*, which was published in 2012. His second novel, *The Devil's Dream*, came out in February, and the sequel is due out in August.

Michelle Blue (BBA '13) of Lithonia, co-owner of Bene By You, launched a spring-summer scarf collection. **Robert Knotts** (BBA '13) of Douglasville joined Thirty Tigers in sales and marketing. **Adam Kostrinsky** (BBA '14) of Tustin, Calif., is president of the Chess Dawgs, who recently won the Georgia Open College Team Chess Championship. **Jacky Kwong** (BBA '14) of Suwanee opened College Works Painting in Johns Creek. ■

Passings

1930s

Byron Bower (BSC '39), Florence, Ala., Dec. 5.

1940s

Wilson Connell (BSC '40), Nashville, Oct. 13. **Robert Cunningham** (BBA '42), Greensboro, Sept. 13. **Edwin Lawrence** (BSC '41), Homestead, Fla., Jan. 15. **Leonard Costa** (BBA '43), Atlanta, May 11. **Maude Doris** (BBA '45), Charleston, S.C., Sept. 30. **Miriam Trousdale** (BBA '46), Athens, Nov. 25. **W.V. Grant** (BBA '47), Atlanta, March 19. **Dorothy Jarvis** (BBA '47), Lakeland, Fla., April 24. **James Naismith** (BBA '47), Savannah, Nov. 17. **Lewis Campbell Jr.** (BBA '48), Cumming, March 13. **Gordon Dill** (BBA '48), Cumming, Dec. 24. **Stuart McGarity** (BBA '48), Athens, Dec. 3. **John Cushman** (BBA '49), Charlotte, N.C., Jan. 5. **Jack Coalter** (BBA '49), Winter Park, Fla., Oct. 1. **Raymond Edenfield** (BBA '49), Lakeland, Fla., Feb. 3. **Alfred Fabian** (BBA '49), Hobart, Ind., Aug. 6. **Joseph Fraser** (BBA '49), Hilton Head Island, S.C., March 13. **William Hodges** (BBA '49), Alpharetta, Oct. 16. **James Oliver** (BBA '49), Valdosta, Nov. 3. **Ralph Simons** (BBA '49), Augusta, Nov. 23.

1950s

Clifford Campbell (BBA '50), Thomasville, Dec. 26. **Zack Cravey** (BBA '50), Sea Island, Jan. 7. **Mendel Romm** (BBA '50), Atlanta, Nov. 18. **Gerald Sawyer** (BBA '50), Duluth, April 4. **Warren Sewell** (BBA '50), Atlanta, Dec. 16. **Patricia Simpson** (BBA '50), Lakeland, Feb. 25. **James de la Perriere** (BBA '51), Oakland, Calif., March 25. **John Hanna** (BBA '51), Donalsonville, Oct. 17. **Robert McArthur** (BBA '51), Fayetteville, March 5. **Jeanne E. Wright** (BBA '51), Rome, Oct. 15. **Norman Abramsky** (BBA '52), Coconut Creek, Fla., April 13. **Robert Cunningham** (BBA '52), Macon, Oct. 28. **Katherine Lewis** (BBA '52), Waynesboro, May 2. **George Telford** (BBA '52), Cornelia, Oct. 16. **William Smith** (BBA '53), Tucker, March

11. **Courtney B. Spratlin** (BBA '53, MBA '54), Havelock, N.C., Jan. 9. **Charles Thompson** (BBA '53), Brevard, N.C., Oct. 27. **Hal Waters** (BBA '53), Statesboro, Nov. 18. **Wyatt Albea** (BBA '54), Lincolnton, Nov. 13. **Arthur DeCarlo** (BBA '54), Ellicott City, Md., Dec. 21. **William Harvey** (BBA '54), Fort Worth, Texas, Nov. 8. **Jerry Owen** (BBA '54), Atlanta, Nov. 1. **Frank Welch** (BBA '54), Cooperstown, N.Y., March 11. **Wilmer Dickey Jr.** (BBA '55), Macon, April 6. **Ann Ellison** (BBA '55), Lawrenceville, Dec. 26. **Edwin Jones** (BBA '55), Murrells Inlet, S.C., March 21. **Daniel Sosebee** (BBA '55), Grayson, Jan. 8. **Hudson Whitley** (BBA '55), Athens, Oct. 30. **Alexander Cann** (BBA '56), Savannah, Dec. 27. **Benjamin Brinson** (BBA '57, MA '58), Alpharetta, Dec. 2. **Bernard Fitzgerald** (BBA '57), Tempe, Ariz., May 1. **Gerald Williams** (BBA '57), Hoschton, March 25. **Robert Willis** (BBA '57), Orrington, Maine, Feb. 9. **John Crawford** (BBA '58, MBA '59), Columbus, Jan. 2. **Benton DeVaughn** (BBA '58), Tifton, March 4. **Bobby Gardner** (BBA '58), Baxley, Oct. 8. **Samuel Harrell** (BBA '58), Marietta, Nov. 15. **Earl Johnson** (BBA '58), Meridian, Miss., Sept. 29. **Charles Kemp** (BBA '58), Greensboro, March 2. **William Fricks** (BBA '59), Acworth, Feb. 14. **Henry Haley** (BBA '59), Calhoun, Dec. 4. **Robert Heap** (BBA '59), Nashville, Tenn., Oct. 31. **Charles Rushing** (BBA '59), Statesboro, Jan. 16. **Malcolm Seckinger** (BBA '59), Brunswick, Nov. 16.

1960s

Thaddeus Holbrook (BBA '60), Canon, May 4. **Frank Conner** (BBA '61), Newnan, Jan. 31. **Bev Howard Jr.** (BBA '61), Columbus, Feb. 10. **Ray Moore Jr.** (BBA '61), Augusta, April 17. **Wylie Anderson** (BBA '62), Jacksonville, Fla., Dec. 4. **Henry Fennell** (BBA '62), Warner Robins, Feb. 2. **Harry Robinson** (BBA '62), Atlanta, Oct. 23. **Edmond Anderson** (BBA '63), Ooltewah, Tenn., Nov. 17.

Charles Brackett (BBA '63, MAcc '64), Athens, Feb. 2. **George Clarke II** (BBA '64), Atlanta, May 10. **James Davis** (BBA '64), Tifton, May 4. **James Dewar** (BBA '64), Valdosta, April 7. **Beverly Grider** (BBA '64), Athens, March 23. **Arthur Wagner** (BBA '64), Acworth, Jan. 8. **Charles Hawkins** (BBA '65), Marietta, April 22. **Robert Kennerly** (BBA '65), Lawrenceville, May 7. **Wayne Bradley** (AB '66), Milledgeville, Oct. 7. **William Lee Sr.** (BBA '66), Alma, March 23. **Arthur Smith Jr.** (BBA '66), Watkinsville, April 25. **William Smith Sr.** (BBA '66), Martinez, March 19. **John Beard Jr.** (BBA '67, MBA '70), Atlanta, April 29. **Frank Darby** (BBA '67), Gainesville, Nov. 30. **Kenneth Arnold** (BBA '68), Clermont, Fla., Dec. 17. **Howard Cole Jr.** (BBA '68), Athens, Feb. 27. **Terence Garner** (BBA '68), Hartwell, April 20. **Angus Hinson** (BBA '68), Quincy, Fla., Oct. 18. **John Woodbury** (BBA '68), Hilton Head Island, S.C., April 11. **Michael Dye** (BBA '69), Marietta, Nov. 26. **Peter Mallen** (BBA '69), Atlanta, Dec. 17. **Chester Weatherly** (BBA '69), Winterville, March 8.

1970s

Charles Gifford (BBA '70), Marietta, March 15. **Don Morrow** (BBA '70), Macon, May 1. **John McRae Jr.** (BBA '70), Swainsboro, March 14. **Thomas Turk Sr.** (BBA '70), Gainesville, Fla., Feb. 10. **Jeffery Booker** (BBA '71), Kennesaw, Feb. 22. **William Ghegan** (BBA '71), Atlanta, Jan. 12. **John McCray** (PhD '71), Williamsburg, Va., Dec. 12. **Jerry Palmour** (BBA '71), Benicia, Calif., March 25. **Stanley Stansell** (PhD '71), Greenville, N.C., April 15. **Oscar Tharp** (BBA '71), Atlanta, Nov. 18. **Alfred Baker** (MA '73), Vinemont, Ala., Sept. 14. **Robert Garner** (BBA '73), Atlanta, Oct. 3. **John Gwin** (MBA '73), Chapel Hill, N.C., April 25. **John Maier** (BBA '73), Asheville, N.C., Feb. 17. **Richard Bedgood** (BBA '74), Athens, April 13. **Ronnie Moore** (BBA '74), Crestview, Fla., May 10. **James Carreker** (BBA

'75), Hinesville, March 4. **Allen Crenshaw** (BBA '75), Crawford, Nov. 6. **Oscar Johnson** (MBA '76), Macon, May 7. **David Bradfield** (BBA '77), LaGrange, Nov. 6. **Stephen Groce** (BBA '77, MBA '79), Southport, N.C., Oct. 15. **Mark Hulseley** (BBA '77), Flowery Branch, May 5. **Richard Huggins** (BBA '79), Leesburg, March 3. **Joseph Pendergrass** (BBA '79), Athens, Oct. 12.

1980s

Warren Foley (BBA '80), Columbus, Dec. 12. **Timothy Jett** (BBA '80), Atlanta, Feb. 28. **Jo Stegall III** (BBA '80), Rome, March 16. **William Smith** (BBA '80, MAcc '81), Savannah, March 5. **Lowell Alcorn** (MBA '81), Concord, N.C., Nov. 6. **Thomas Sanders Jr.** (BBA '82), Raleigh, N.C., Feb. 5. **Jean Schmidt Bowen** (MA '83), Athens, Oct. 26. **William Partrich** (PhD '83), Colorado Springs, Colo., Sept. 22. **Mary A. Tarbuck** (BBA '83), Perry, Ohio, Jan. 13. **Lloyd Willingham** (MBA '83), Crawfordville, Fla., Nov. 21. **Robert Evans** (AB '84), Columbus, Ohio, Aug. 20. **Anne McMullan** (M '84), Atlanta, April 10. **Brian Davis** (PhD '85), Ogden, Utah, Nov. 29. **Myles Beskind** (BBA '88), Atlanta, Feb. 5. **Emily L. Dowis** (BBA '88), Atlanta, Oct. 19.

1990s

Rebecca M. Stiles (AB '90), Blue Ridge, Nov. 25. **Matthew O'Hare** (AB '92), Tampa, Fla., Nov. 8. **Jennifer Pagani** (BBA '92), Charlotte, N.C., Feb. 2. **Cheree L. Holcombe** (MAcc '96), Grove-town, Nov. 29. **James Cornett** (MBA '98), Gainesville, Jan. 22. **Geoffrey McGilvray** (BBA '99), Sherwood, Ark., Nov. 13.

2000s

Heather L. Hampton (BBA '02), Alpharetta, Nov. 9. **Gregory Harris** (BBA '05), Smyrna, April 17. **James Willingham** (BBA '13), Atlanta, Jan. 18. ☐

Fergusons

continued from 34

the rack. Today, the store still makes money selling coats and ties, but racks also carry businessman's sportswear — Southern Tide, Peter Millar, Bobby Jones lines. Custom clothing has become a bigger part of the business today.

What of the college student, the bread-and-butter of the establishment back when it operated downtown? "We still sell to students," Dick II says, "but mainly T-shirts and shorts. You see kids come in the store now who don't even know how to tie a tie."

He recaps his store's evolution this way. "The change in style hasn't hurt us. It's just changed us."

A store taught Dick II life lessons. He learned never to pre-judge a customer. Once, a "scruffy" man came in downtown. He bought five suits. The man had just inherited \$25,000.

"I learned that day to treat everybody the same when they came in the door," says Dick II.

He showed the patience of Job with certain student employees. Some disappointed him with ethical lapses. He gave second chances.

"Some who got second chances have done very well in life," he says.

The eldest Ferguson takes great pride in his sons and in their Terry legacy. A 17-year-old grandson, Richard, son of Dick III, earned some pocket money working in the family business last summer. The fourth-generation clothing-store Ferguson earned minimum wage, worked the register for a few weeks, then graduated to helping customers pick out clothes.

"It was fun to work with my granddad," says Richard. "Everybody knows him. People come in to see him all the time. He's kind of the face of the store."

Richard's high-school buddies shop at Dick Ferguson's too.

"All my friends buy school clothes here," he says. "It's a cool place to them."

Cool Dick Ferguson. He values all he learned at the store and at Terry, the accounting of his life these two schools offered. His sons, educated the same way, have passionate opinions about the future of the Terry College.

Dick III: "You can't teach common sense from a book — but a store can teach it. As we reconfigure the Terry College of Business, we have to ask how we can have classes that teach street smarts. Today, too many companies get big and get stupid. We have a process-driven society . . . with too much process and not enough practical sense. We

A fourth-generation member of the Ferguson family — Dick III's 17-year-old son, Richard — interned at the store last summer. He earned minimum wage, worked the cash register, and then graduated to helping customers pick out clothes.

need a school that helps develop common sense."

John: "The university was very wise when it branded the business school. Today the name *Terry* gives us a national cachet. Moving forward, I think it's critically important that we educate students in new ways. We used to go to school in desks and rows. The new Terry must be a school of tables where teams of students communicate and collaborate. That's how the world works now."

Ed: "The soul of any organization is people. Terry cannot get satisfied. We want to keep raising the bar on our professors and leaders. And we want to continue to have a college that gives students the ability to leverage relationships."

The brothers, who call themselves "best friends," bring all 16 members of the extended family together now and again at Dick III's place at Lake Seed or in Athens. Dad goes with the boys on an annual golfing trip (Pebble Beach, St. Andrews, places like that) to play for the prestigious Ferguson Cup. ("I'm not sure for me if golf is a hobby or a vice," says Dick II.) Try as they might, the boys can't seem to wrest the cup away from their dad. He wins every year.

"I think sometimes they fix it so that I can win," says Dick II. He's a winner, for sure.

So is Athens, thanks to the store that the Ferguson family has run. Dick Ferguson's has sent a lot of new suits on a lot of job interviews, and many of the men wearing them have been sharpened and tested in the real world between suit racks and fitting rooms. These graduates of a different kind of business school have broadened Terry territory to the far reaches of the world.

How does it all feel to a dad and a businessman a cut above the rest?

"I couldn't ask for three better sons," says Dick II. "I've had as good a life as anyone could want. I couldn't ask for any better." ■

The Terry Donor Profile

Cecil and Pam Cooke

By Jennifer Kilcrease (BSEd '85) *Donor Relations & Stewardship Coordinator*

Cecil Cooke (BBA '75) and his wife, Pam Colby Cooke (BSEd '75), bleed red and black and they're proud of it! They met as freshmen at UGA, and, after a first date to a concert at Legion Field, dated throughout their college years. They got married one week after graduation. Following a career that led to years of travel and several moves, the Cookes find themselves back home in Athens.

Cecil and Pam's only child, Taylor, graduated from N.C. State, and he and his wife, Katie, make their home in the Raleigh-Durham area.

An insurance industry veteran currently serving as managing director with Aon Risk Services, Cecil is known for his passion for teamwork and team building. At a young age he learned the value of a strong work ethic from his parents. That drive, combined with a passion for team sports, gives him a professional edge as a leader.

"I was very lucky," says Cecil, who was the recipient of the Risk Management and Insurance program's Distinguished Alumni of the Year award in 2008. "I enjoy my career and I learned to repeat the good things and not the bad."

Having served as an active member of Terry's Alumni Board since 2005, Cecil steps into the role of chairman for the 2014–15 year.

I take great pride every year in the Alumni Awards & Gala," says Cecil. "The funds generated from that annual event are a reflection of the loyalty and the camaraderie of the Alumni Board and of the Terry graduates who attend that great event. I am looking forward to serving as chairman of the Alumni Board this year and to working with vice-chair John Schraudenbach (BBA '81, MAcc '82), who is doing great things for Terry."

Cecil and Pam are participating in the *Building Terry* campaign in every way. In addition to generous pledges they have made to the Business Learning Community and to the Risk Management & Insurance program's E.J. Leverett Fund, the Cookes have established two estate gifts. They are also members of Terry's Dean's Circle of Giving, 1912 Society, Heritage Society, and UGA's Third Pillar Society.

Thank you, Pam and Cecil Cooke, for Building Terry! 🏡



JENNIFER KILCREASE

Cecil and Pam Cooke met as freshman at UGA. They dated throughout college and got married a week after graduation. An insurance industry veteran currently serving as managing director of Aon Risk Services, Cecil received the RMI program's Distinguished Alumni of the Year award in 2008. Cecil will chair the Terry Alumni Board in 2014–15, and he and Pam have made a number of generous gifts to the college.



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