

Terry

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



'First Couple' Kirby and Mary Beth Smart

If 93K Day is any indication,
they'll be game-changers!

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Twenty-five years as Terry

In my tenure at Terry, I've had the privilege of watching the college grow in new and exciting ways that will help ensure the success of our students as they move from their roles as learners into the next generation of business leaders. This year, however, marks the 25th anniversary of the most singular event in our college's 104-year history: The naming of the C. Herman and Mary Virginia Terry College of Business in October 1991.

At the time, the Terrys' gift was the single largest private donation that the University of Georgia had ever received. The leadership shown by Mary Virginia and the late Mr. Terry continues to have a transforming effect on this institution. Our benefactors set a precedent of generosity that is shared by many alumni and friends as evidenced by the success of the *Building Terry* campaign.

United by the Terry name, we have become closer as a family. Under this name we celebrate together, as we do every year at our Alumni Awards and Gala in Atlanta. And we also mourn together, as we did when two of our own were involved in an April 27 automobile accident that took the lives of four UGA students and critically injured another.

The Terry name has become a symbol among our alumni network and can be seen emblazoned on the T-shirts and backpacks of our students as they trek through campus and travel the globe. What Terry means has never been more clear. It represents the spirit of achievement and responsibility that comes from our unique standing as the South's first business school.

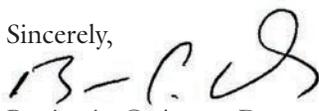
And, I'm proud to say that 25 years after our naming, the Terry brand continues to grow. As you will see in this issue of *Terry Magazine*, our faculty, students and alumni are redefining the idea of what a business education can be. We share the stories of successful alumni, like Jennifer Osbon and Bob Pinckney, who have returned to Terry to create innovative new marketplace-ready programs for budding entrepreneurs and digital marketers.

We shine a light on the important work that alumni leaders like Ben Watson, Kirsten Vaughn Watson, Adam Wexler, and Kasey Gartner are doing, both in their fields and within their communities. And we highlight some of the amazing work that Terry students are doing in the classrooms and on their own.

And, of course, we take a special interest in showing how a Terry educational experience was a key ingredient in the success of our new football coach, Kirby Smart, and his wife, the former Mary Beth Lycett, both of whom were finance majors here at Terry.

As we look forward to the next chapter in Terry history, I hope you'll join us. Here's to another 25 years of Terry! 🍷

Sincerely,



Benjamin C. Ayers, *Dean*
Earl Davis Chair in Taxation
busdean@uga.edu



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An unfamiliar deadline . . .



I'm having some trouble with my Day-Timer — more specifically, with my calendar entry for June 30, which is still three weeks away as I write this spring issue editor's column.

I have mixed feelings about my Day-Timer. First of all, it only works if you actually write important dates in it. And even when I'm faithful about entering meetings and events that I need to attend . . . well, I'm not always comfortable with obligations that my Day-Timer says I've signed myself up for.

If it seems like I'm leading up to something, I am.

It's that June 30 Day-Timer entry, which reads:

"Retire from UGA."

The kid in me says, "No way! Gotta be a misprint! Retirement is for AARP members!"

Trouble is, I am an AARP member. There's also a Medicare card in my wallet.

For proof that the times they are changin' for me, let's crunch some numbers.

The most telling one is 1946 — the year I was born. Yep, that's me, front and center in the Baby Boomers' first wave.

College graduation year: 1969. As vivid as my Child of the Sixties memories are to me — with a soundtrack courtesy of CS&N, The Doors, and Simon & Garfunkel — those heady college days of mine are now a full 50 years old, if you start counting from the day I went to work for the student newspaper at Purdue in 1966.

To time-travel from there to 2016 in the span of a single paragraph, I'll go the Cliff's Notes route:

Purdue Exponent sports/managing editor, *Sports Illustrated* staff writer, book author, UGA journalism professor, *Red and Black* writing coach, *Atlanta Journal-Constitution* bureau chief, *Georgia Magazine* editor, book author again, *Terry Magazine* editor.

In the course of those 50 years, I've met countless deadlines.

But the one coming up on June 30 is one I have no experience dealing with.

I picked it myself . . . make no mistake about that. The welcome mat was still out at the Terry College of Business, where I have loved working for Martha Dennis in Terry's Office of Marketing and Communications. But my wife Sharron and I have some important things that we need to do for ourselves and for our family — including our grandson Jack, who has some special needs.

And tomorrow, lest we forget, is promised to no one.

This is my 22nd issue as editor of *Terry Magazine*, dating back to 2006. Our goal was to make this B-School publication a true readers magazine that could be enjoyed by anyone who picked it up. We wanted to create the impression that Terry College people are literally everywhere and doing everything.

Which, in fact, they are.

To reflect the width and breadth of the Terry family, we did cover stories on a diverse population of alumni and students. We profiled three deans and a number of CEOs. We wrote feature stories on a foreign ambassador, a brewmaster, a race car driver, and an Olympic athlete. We did a special issue on the 100-year history of the college, and we've given our readers a chapter-and-verse look at Terry's new Business Learning Community and the record-breaking fundraising campaign that made it possible.

Going forward, there is a chance that my byline may appear in future issues of *TM*.

But this is my last go-round as editor, and I'm signing off with one request:

Don't be a stranger.

One of the perks that UGA offers retirees is that they — oops, *we* — get to keep our UGA email addresses. So, if you'd like to reminisce about our shared past as members of the Terry College family, or compare notes about what's happening in our collective futures, feel free to send this newbie retiree some emails. My Day-Timer may be collecting dust, but I'll need the therapy! [📧](#)

Ken Hannon
khannon@uga.edu

Agenda

SEPTEMBER

- 9 Terry Young Alumni Board Meeting
- 30 Terry Alumni Board Meeting

OCTOBER

- 15 Terry Homecoming Tailgate — Athens

NOVEMBER

- 3 Terry Leadership Speaker Series — Athens
Mason Public Leadership Lecture
Speaker: William P. “Billy” Payne, Chairman
Centennial Holding Co. LLC
- 11 Professional Women’s Conference — Atlanta

DECEMBER

- 14 Georgia Economic Outlook — Atlanta

JANUARY

- 12 Georgia Economic Outlook — Augusta
- 18 Georgia Economic Outlook — Savannah
- 19 Georgia Economic Outlook — Coastal
- 20 Georgia Economic Outlook — Swainsboro
- 24 Georgia Economic Outlook — Albany
- 25 Georgia Economic Outlook — Columbus

FEBRUARY

- 1 Georgia Economic Outlook — Athens
- 7 Georgia Economic Outlook — Middle Georgia

For information on Terry events including:

Terry Third Thursday — Atlanta

Terry Leadership Speaker Series — Athens

MBA information sessions:

Executive and Professional — Atlanta

Full-Time — Athens

Executive Programs — Atlanta

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Terry



KENT HANNON

THE SMART CHOICE

24

Finance grads Kirby Smart (BBA '98) and Mary Beth Lycett Smart (BBA '03) have returned to their alma mater in new roles as head coach and "First Lady" of the Georgia football program. If 93K Day is any indication, they're going to be game-changers.

By Kent Hannon



TEAM WATSON

32

Benjamin Watson (BBA '03) and Kirsten Vaughn Watson (BBA '03) were college sweethearts whose devotion to a service-based life may ultimately outshine Benjamin's exemplary football career. He has written a new book on racism, and the couple's One More Foundation is dedicated to promoting charitable initiatives and educational opportunities.

By Matt Waldman (AB '96)



ALUMNI EXPERTS RETURN TO CLASSROOM

38

Bob Pinckney (BBA '82) and Jen Osbon (MBA '97) have enjoyed highly successful careers as entrepreneurs and digital marketing experts, respectively. And now they're back in Terry College classrooms, sharing their real-world expertise with today's students.

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



FROM SPARK TO FLAME

44

Adam Wexler (BBA '07) has a knack for creating something valuable before the marketplace knows it's needed. That's what the young entrepreneur has done with his latest brainchild, Insightpool, an Atlanta-based social media firm whose client list includes more than 100 of the world's most successful companies, including UPS, The Home Depot, and Cox Communications.

By Matt Waldman (AB '96)

Inventory



SNAPSHOT

8

Celebrating 25th anniversary of the Terrys' naming gift



NEWSFEED

10

News about the Terry College of Business

R&I

18

Do coworkers begrudge your volunteering?

Sea Island is a growth engine for Glynn County.



GATHERINGS

22

Images of the Terry family

OTHER FEATURES

48

Alumni Awards and Gala

CLASS NOTES/ PASSINGS

56



ALUMNI PROFILES

59

Terry Women's Initiative speaker Kasey Gartner (BBA '03)



Shark Tank success

60

stories Jonathan (BBA '07) and Alex Torrey (BBA '09)

Terry Magazine iOS App



When Terry got its name

On a sunny afternoon in October 1991, faculty, staff, and students gathered on the front lawn of Brooks Hall to celebrate the official naming of UGA's business school as the C. Herman and Mary Virginia Terry College of Business.

With new brass letters shining at the peak of Brooks Hall and a newly printed Terry College T-shirt adorning the podium, UGA President Charles Knapp and Dean Albert Niemi (see photo at right) presided over this historic event, which is now nearing its 25th anniversary.

Herman Terry (BSC '39) and his wife, Mary Virginia, had been avid supporters of the UGA business school, funding endowed faculty chairs and student scholarships. But this humble couple had to be persuaded that lending their name to the college would yield far-reaching benefits — giving it a much more recognizable identity within the university and in the U.S. business school community at large.

When it was his turn at the podium, Herman reminisced about his student days and the impact his education had on his career, then concluded by saying that he and Mary Virginia were overwhelmed by the gratitude they had received.

“It is an honor we will never forget,” he said, “and we accept it in total humility.”

Herman Terry held executive positions with several insurance firms, including president of Dependable Insurance Co. He was honored with the Terry College's Distinguished Alumni Award in 1986. He was also an emeritus trustee of the UGA Foundation. He passed away in 1998.

Mary Virginia Terry continues to be a friend and supporter of both the college and UGA. She is an emeritus trustee of the Arch Foundation, and she received an honorary doctorate from UGA in 2009. She is a charter member of the college's Pinnacle Society, a recipient of the Dean's Distinguished Service Award, and she was the 2011 Terry Graduation Convocation keynote speaker. 

— Roxanne Hohnerlein





Newsfeed

News about Terry College students, faculty, and alumni • Spring 2016

Campbell Soup exec encourages grads to have impactful careers

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



It was during a business trip to Brazil that Jeff Dunn (BBA '80), keynote speaker at Terry's 2016 Graduation Convocation and president of the Campbell Fresh division of the Campbell Soup Company, had his "Millennial moment."

Finding himself face-to-face with the destitution rampant in the favelas of Rio de Janeiro, a thought struck him.

"A voice inside me — one that I had ignored for far too long — was loud and clear and shook me to my core," said Dunn, who at the time worked for Coca-Cola. "What's my purpose? I shouted to myself. These people living in such abject poverty needed so much. And yes, they enjoyed Coca Cola — we all do. But were more soft drinks a priority, given all that they had to do without? Then and there I knew — I absolutely knew — my purpose, and corporate purpose, had to be greater."

The newest generation of college graduates, Dunn said, already understand that leading a fulfilling life requires a goal beyond personal wealth.

"Millennials seek a balance between short-term profit and corporate efforts to benefit society at large. The message is as clear as it is awesome. You want to be associated with companies doing good things. And that's a gift to all of us because business can be an immensely powerful vehicle for positive change."

Besides his bachelor's degree in marketing from the Terry College, Dunn also has an MBA in management from Pepperdine. He was honored with Terry's Distinguished Alumni Award in 2003, and he serves on the board of directors of the Produce Marketing Association and Herbalife. 

MIS ranked No. 8 in new survey

USA Today published a list of top schools that offer a bachelor's degree in management information systems, as compiled by College Factual — and Terry's MIS program ranked No. 8.

The ranking was developed to reward schools that provide excellent outcomes to students, including high graduation rates, low student loan default rates, and high salaries after graduation.

According to College Factual, "The Terry College of Business actively researches skills that are in-demand in today's workplace and tunes its curriculum to fill those needs. Students can follow their ambition all the way to a Ph.D. in MIS. Graduates are currently employed with Delta Air Lines, Coca-Cola, and Georgia Pacific. The school is a great value at under \$16,000 per year for in-state students."

Terry's MIS department also ranked No. 15 in the nation in the most recent *U.S. News & World Report* evaluation.

GEORGIA
ECONOMIC OUTLOOK
Save the Date
Wednesday, Dec. 14
Atlanta Marriott Marquis

Terry is No. 1 on CPA exam

Graduates of Terry's Tull School of Accounting ranked No. 1 among large programs and No. 2 among all programs for first-time pass rates on the Certified Public Accountant exams during 2015.

According to the National Association of State Boards of Accountancy, Terry graduates who took the CPA exam for the first time had an 88.4 percent pass rate.

Students who pass the CPA on their first try are extremely well positioned for the job market, according to Terry College Dean Ben Ayers.

"We are incredibly proud of the success our students are having in passing the CPA exam and in their communities," says Ayers, who previously served as director of the Tull School. "This level of performance is a great reflection of the caliber of our students and their work ethic, as well as the quality of our faculty and programs."

This marks the fourth straight year that Terry's first-time pass rate has placed among the nation's top five. And with more than 270 Terry College graduates taking the test, Terry's scores reflect more than 10 times the number of graduates from similarly ranked institutions.

"We teach our students to be great thinkers and hard workers, but we don't teach to the exam. That's what makes this CPA exam ranking all the more exciting," says Ted Christensen, director of the Tull School. "We've long believed that providing a rigorous education will allow our students to be successful in their lives, and it's always nice to see that success in action." 

Leadership suite named for Chick-fil-A's Truett Cathy

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

Terry's Institute for Leadership Advancement will soon be housed in the S. Truett Cathy Leadership Suite in recognition of a \$1.2 million pledge that Chick-fil-A employees, operators, and vendors have made to the college. The donation will go toward the endowment of ILA.

The suite is scheduled to open in fall 2017 as part of the second phase of the Terry College's Business Learning Community. The Institute for Leadership Advancement works to promote values-based, impact-driven leadership in students by developing effective communication, teamwork, innovation, and adaptability in a changing environment. The institute offers an interdisciplinary certificate in leadership for undergraduate UGA students.

The \$1.2 million donation was generated through a grassroots campaign within the Chick-fil-A organization. Gifts and pledges surpassing the \$1 million goal were given in memory of iconic Georgia businessman and Chick-fil-A founder S. Truett Cathy. The additional funds will create an endowment named for Cathy and his wife, Jeannette McNeil Cathy, to benefit a student scholar within ILA.

"Dad committed so much of his time and treasure to help young people realize their full potential," says Dan T. Cathy, son of S. Truett Cathy and current CEO, chairman, and president of Chick-fil-A. "My family and I are humbled and grateful for the leadership of David Farmer and David Salyers (BBA '81)."

Chick-fil-A employees, operators, and vendors joined ILA students and administrators to surprise the Cathy family with the naming of the suite at a recent Chick-fil-A officers meeting at the company's headquarters Feb. 1 in Atlanta.

"S. Truett Cathy's focus on responsibility, stewardship, excellence, integrity, and purpose align well with the mission of the Institute for Leadership Advancement," says Dean Ben Ayers. "The Truett Cathy Leadership Suite will be an enduring tribute to the ideals of servant leadership." 



This Chick-fil-A meeting provided an occasion for Cathy family members, ILA students, and Dean Ayers to join in the celebration of the company-wide effort to endow the S. Truett Cathy Leadership Suite.

Economic Outlook for Georgia is good, but job growth will slow

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

While Georgia's economy will grow faster than the nation's in 2016, the pace of job growth in the Peach State will slow, according to the *Georgia Economic Outlook Report* published by Terry's Selig Center for Economic Growth.

Speaking at the Georgia Economic Outlook series kickoff event in Atlanta in December, Dean Ben Ayers said Georgians can look forward to a rise in personal income of 5.7 percent and a state GDP increase of 3.3 percent.

"First, Georgia has a large number of major projects in its development pipeline," said Ayers. "Second, Georgia's economy will get more leverage from the housing recovery than the national economy. Third, Georgia will see much faster population growth than the nation. Finally, continued low oil and gas prices are much better for Georgia's economy than for the U.S. economy."

Georgia's 2016 growth stems in part from projects such as the new Baxter International facility in Covington and GM's IT-innovation center in Roswell, as well as a continued upcycle in the housing recovery, supportive demographic forces, and a rise in small business starts and expansions.

While these projects will create employment opportunities, job growth will slow in the coming year.

"Many companies were too cautious about hiring and were essentially playing catch up in 2014 and 2015," said Ayers. "Now, most companies are no longer significantly understaffed. So this extra push for job growth is gone. An additional factor is that businesses' profits are coming under more stress. That's partially because expectations about the national and global economies moving into higher gear have not been realized."

The Economic Outlook may be purchased online at terry.uga.edu/selig. 



Correll Hall Robert A.M. Stern Architects received a 2016 Philip Trammell Shutze Award for the design of Correll Hall in the Business Learning Community.

Two Terry professors guide flagship journals

For the first time in school history, the management department has faculty members serving as associate editors for the field's two flagship journals.

Scott Graffin is associate editor of the *Academy of Management Journal*, the



Graffin

flagship empirical journal for the field. **Mike Pfarrer** serves as associate editor of the *Academy of Management Review*, the

field's premier conceptual journal.

In the history of *AMJ* and *AMR*, only five universities have had associate editors for both journals at the same time. Those universities are UGA, Michigan State,



Pfarrer

Maryland, Florida and Southern California. Moreover, the current associate editors for *AMJ* and *AMR* come from 25 different universities. Only

UGA and Michigan State have faculty members serving on both current teams.

Being in an editorial role gives a faculty member enormous impact on, and awareness of, the field," says management professor Jason Colquitt. "Individuals in those roles shape what's being published and gain a keen sense of the trends affecting the literature. Having Scott and Mike in those positions at the same time, for such acclaimed outlets, is extremely valuable for our junior faculty and Ph.D. students." 

— Matt Weeks

Deferred enrollment for MBA

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

UGA undergraduate students interested in pursuing an MBA have a new option:

Apply before going to work.

A new deferred enrollment option, called the 2+2 Program, enables interested students to secure a spot in Terry's Full-Time MBA Program before gaining the necessary two years of work experience.

"The benefits to students are immense," says Santanu Chatterjee, director of the Full-Time MBA Program and professor of economics. "By allowing students to apply now and defer enrollment for two years, the 2+2 Program gives motivated undergraduates a way to better plan and prepare for their future. What's more, students who take advantage of the new program will receive invitations to all of our career and networking events during their deferral years in order to connect with our more than 60,000 alumni."

Open to students in their final year of study at accredited institutions, the 2+2 Program is currently accepting applications. Students who apply and are accepted now will be placed in the 2018 Full-Time MBA class.

"We're excited to offer another way for students to further their education," says Dean Ben Ayers. "For those students with aspirations of pursuing an advanced degree, the 2+2 Program provides a certain path to join one of the



Undergrads can secure an MBA program slot before going to work.

nation's top business schools while earning valuable work experience and benefiting from the Terry network."

Terry's Full-Time MBA Program has been named a Best for Vets program by *Military Times* and is currently ranked No. 19 among public institutions in *Forbes'* return on investment rankings.

Interested applicants for the 2+2 Program must be enrolled in their final year of a bachelor's, master's, or combined degree program and be on track to graduate in May or December. Candidates must submit a written offer of employment at the time of application to the program.

For more information: terry.uga.edu/two-plus-two.



Student of the Year Finance major Alex Bosse (center) is Terry's 2016 Student of the Year. Other finalists included (from left) David Malcher (finance and management information systems), Alex Edquist (economics), Azra Bandali (management information systems), and Caroline Coleman (economics).

MBA teams enjoy success



The CFA Global Challenge Case Competition team took on the best in the world and finished second.

Two teams of Terry students enjoyed a high level of success at recent MBA-level case competitions.

A team of four Terry MBA students and one undergraduate advanced to the final CFA Global Challenge Case Competition, where they competed against groups from Canada, Italy, and the Philippines. To reach the finals, the Terry team captured the regional competition crown in Atlanta, and then dominated the semi-final Americas round in Chicago.

The Terry team was one of 106 worldwide that competed in the National Challenge in Chicago, and one of only 20 teams to advance to the semi-final round. In the final global competition, the Terry team came in a very close second.

Team members included Thomas Saunders (second year MBA), Arjun Goel (second year MBA), Sarah Caldwell Greenwood (second year MBA), Matthew Greene (first year MBA), and undergraduate finance student Elijah Yarborough.

The team was coached by Terry alum Patrick Coyne (MBA '94), CFO of Rapid Ocean Response Corp, and Terry finance professor Jack He.

A second Terry team, made up of three MBA students, won the annual NAIOP Challenge Case Competition, which was organized by the Atlanta chapter of the Real Estate Association. In front of a crowd of 150, the Terry team defeated teams from Emory and Georgia Tech to earn a \$7,500 cash award.



The NAIOP Challenge Case Competition team defeated teams from Emory and Georgia Tech to claim first prize.

Terry's team included Thomas Saunders (second year MBA), John Wiley (second year MBA), and Benjamin Heflin (second year MBA). Coaches included three Terry alums — Spencer Coan (MBA '10), senior vice president for investments at SK Commercial; Jay O'Meara (BBA '97, MBA '00), senior vice president at CBRE; and Matt Gregory (BBA '10, JD '15, MBA '15), senior analyst at MDH Partners — and Terry real estate professor Rich Martin. <#>

quoted

David Barbe, director of the Music Business Program at Terry, answered the question, "Why Athens?" in an essay for the *Oxford American* that introduced a special Georgia Music Issue:

"Occasionally, I run into people who were here 30 years ago (or 20, or 10) and then left for a more sensible adult pursuit," Barbe writes.



"Inevitably, they ask me if the Athens music scene of today is anywhere near as good as it was in their own halcyon college years. I've always given the same response: 'It's even better.' This answer is often met with disbelief:

It can't be . . . Impossible . . . It was so special then.

It was special then, no doubt about it, I tell them. Nonetheless, it keeps on growing."

Barbe chronicles the Athens music scene from R.E.M. to the Drive-By Truckers, and explains how local elements combined to foster musical creativity.

"The music scene in Athens is a far different animal from 1981, when there were a couple of clubs and a handful of art-school bands," he writes. "Today there are hundreds of local musicians encompassing rock, hip-hop, country, jazz, EDM, post-punk, jam, reggae, pop, metal. There are myriad live venues. There are professional recording studios. There are record labels, managers, booking agents, publicists, concert promoters, bloggers, and graphic designers."

Barbe's essay is available at: <http://www.oxfordamerican.org/magazine/item/709-why-athens>. <#>

— Matt Weeks

Terry Women's Initiative becomes key resource

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

Funded by a donation from Terry alum Betsy Camp (BBA '74, JD '77), the Terry Women's Initiative is a program committed to the recruitment, retention, and advancement of students, with a focus toward inspiring confidence and advancing students' academic and professional goals.

The Terry Women's Initiative is open to all UGA students regardless of gender or major. By providing an array of resources and experiences, the program supports students throughout their college careers, from helping them choose and prepare for the right major to providing valuable insights on classroom engagement and the job search.

"The inspiration behind the Terry Women's Initiative came from a 2014 *Atlantic* article entitled 'The Confidence Gap,' which documents the fact that success in work and life is as much a function of confidence as of competence," says Camp, who serves as president and CEO at DF Management Inc. "According to research, confidence comes from the lessons learned taking risks and leaning into opportunities as they present themselves. The mission of the Terry Women's Initiative is to be a resource so that every UGA student has the confidence, as well as the competence, to reach their full potential."

The program relies on the involvement of Terry students, alumni, faculty, staff and recruiters, who assist students in picking out their best-fit major, building classroom confidence, finding internships, and succeeding academically.

"The ultimate goal of the Terry College of Business is to nurture well-rounded, successful students who can positively contribute to our state and nation," says Dean Ben Ayers. "The creative and supportive programming of the Terry Women's Initiative helps to further prepare our students to be the absolute best they can be. I am extremely grateful to Betsy Camp for creating and funding this dynamic and ambitious program."

Through the initiative, students can attend roundtable discussions with successful business leaders, join book clubs, attend lectures and connect with alumni, employers, and more. Interested students can also join the program's listserv to learn about upcoming events and opportunities.

For more information, go to terry.uga.edu/womens-initiative. 



The inspiration for the Terry Women's Initiative was a 2014 *Atlantic Monthly* article, "The Confidence Gap," which suggested that success is as much a product of confidence as competence.

quoted

Debbie Storey (MBA '06), the newly retired executive vice president of Mobility Customer Service at AT&T, was formerly in charge of 33,000 employees. But she started at the bottom of the industry, making coffee and relaying messages, and worked her way to the C-suite.



Storey

She discussed her core values — humility and authenticity — at her Terry Leadership Speaker Series appearance in March:

"Never make the mistake

of thinking that it's all about you. Because it never is. Any leader who you will ever see on this stage will tell you the same thing. They didn't do it on their own. They were smart enough to surround themselves with people who were smarter than they were. Humility is the way to go.

"A lot of people ask me about walking the line between trying to fit into a mold versus being themselves. I love that conversation; it gives me an opportunity to talk about never, ever giving up who you are. You are an individual, and the most successful people bring that individuality into the work place. However, you have to evolve. You also have to be relatable. We have people at AT&T who are a bit quirky, who say, 'I'm being told to tone it down but this is me and I'm an individual.' I say to them, 'You can't let your appearance be a distraction and keep people from seeing your real capabilities.'"

For more information about Storey's TLSS presentation, go to: <http://www.terry.uga.edu/news/spotlights/debbie-storey-mba-06>. 

Marketing video wins Terry student \$10,000

Twelve hours, 5,000 personalized messages, and one intense pitch meeting. That's what it took for marketing major Austin Mueller to win \$10,000 in the Ultimate Job Interview Contest.

Participants were asked to create and market a video for ChooseATL, an initiative from Metro Atlanta Chamber of Commerce, touting Atlanta as a desirable place to live and work.

"I'm such a perfectionist," says Mueller, "that even though the video is only 90 seconds long, it took 12 hours to make."

To be eligible for the top prize, Mueller's video needed to be among the top 10 vote-getters. So he wrote personalized messages to his 5,000 Facebook contacts, asking them to log in and vote for his work. His plan produced 1,200 views, several hundred more than the nearest runner-up.

Mueller recently started his own digital marketing company, Bravado, after taking Terry classes and serving as webmaster for marketing fraternity Pi Sigma Epsilon. It was the second business he started, having sold his yard care service, Austin's Lawns, to a competitor when he was only 20.

Part of Mueller's prize was meeting with Garret Gravesen (BBA '03), founder of UGA HEROES and the Global L.E.A.D. Program, and Jeff Hilimier, founder of Dragon Army.

"It was almost like the money was secondary to the networking," says Mueller. "I've always been interested in mentoring. Every time there's a guest speaker in class, I try to find a way to buy them lunch."

To view the video, go to: terry.uga.edu/news/announcements/this-video-won-a-terry-student-10000. 

— Matt Weeks

The Backpack Project Inc.

For a person living on the street, a friendly conversation, the offer of spare change, or a fresh meal is the kind of gesture that can lift a homeless person's spirits. But it doesn't solve that person's predicament — or the complex societal problems that lead to homelessness.

Terry sophomore Zack Leitz knows that substance abuse, mental illness, and financial upheaval are the main causes of homelessness, but he has learned that every backstory is different and that generalizations aren't helpful.

What is helpful is Leitz's cost-effective effort to prevent health problems that homelessness exacerbates.

It's called The Backpack Project Inc., and it's a nonprofit organization that helps ease the burden of homelessness in Athens and Atlanta by preparing and distributing backpacks filled with food, clothing, and toiletries to needy people.

Inspired by a couple who created backpacks for the homeless in Washington, D.C., Leitz expanded upon the idea and, with the help of his parents, the finance and management major created a 501(c)(3) tax-exempt charity. A year later, the organization has raised several thousand dollars and distributed more than 350 backpacks to the homeless in Athens.

"Every backpack is stocked for \$20 or less," says Leitz, who serves as executive director and whose 10-member staff includes Terry classmates Donya Eghtesadi (marketing), Zach Fram (accounting), Nick Futrell (economics), Miko Ramljak (MIS), and Josh Seiden (economics). The team hand-delivers the backpacks, establishes personal connections when possible, and seeks feedback from recipients.

"We make both a winter and a summer backpack," says Leitz, "and we stock it with more than 40 items to meet the individual needs of every person who receives one."

With its first distribution in Atlanta completed in January, the charity's next goal is expanding its presence in Georgia's capital. Leitz says his long-term vision for The Backpack Project is for it to remain a student organization led by underclassmen who have the talent and time to make the charity a central priority of their UGA experience.

"What is simple and trivial to most of us — toothbrushes, deodorant, food, and winter clothes, which we can purchase on a large scale for very little money — has tremendous value to people in need." 



Leitz (third from left) created a charity that has distributed 350 backpacks to homeless people in Athens. The backpacks are stocked with essentials, such as toothbrush, deodorant, food, and clothing.

Terry alums account for half of 2016 Bulldog 100 firms

Sponsored by the UGA Alumni Association, the annual Bulldog 100 list ranks the fastest-growing UGA alumni-owned businesses over the past three years. Terry College alumni always dominate this list, and that trend continues with Terry alums representing 50 of the top 100 businesses on the 2016 list!

4	Tracy Bates (BBA '87)	6 Degrees Group	58	Mary Hester (MBA '06)	LAN Systems
5	Melissa Eisele (BBA '97)	Specialized Veterinary Services	59	Steve Thomas (BBA '97)	Vets Pets
6	Bucky Cook (BBA '77) Drew A. French (BBA '05)	Your Pie Franchising	65	Chris Jackson (MBA '12)	The Chris Jackson Allstate Agency
7	Thad Gilliam (BBA '07) Taylor Stanfill (BBA '06) Scott Voigt (BBA '07, MAcc '08)	Verisail Partners	68	Trey Scarborough III (BBA '94)	Zone Home Solutions
14	T.J. Callaway (BBA '07)	Onward Reserve	69	Diego Arteaga (BS '85)	DF International Group
15	Michael Bryan (BBA '89)	Vino Venue/Atlanta Wine School	71	Melaney Smith (BBA '89)	Books for Keeps
17	Doug Weston (BBA '89)	Towersource Inc.	72	Jeff Fehrman (BBA '93)	Fehrman Investment Group
19	Megan Ouzts (BBA '02, JD '05)	The Spotted Trotter LLC	73	Michael Reiner (BBA '74) Mitch B. Reiner (BBA '05)	Capital Investment Advisors Capital Investment Advisors, Wela Strategies
20	Matt Lindsay (BBA '92, PhD '99)	Mather Economics	75	Clifford McCurry (BBA '71) Cindy Robinett (BBA '89) Charles B. Compton, Jr. (BBA '78)	Seacrest Partners Inc.
22	Bonneau Ansley III (BBA '99)	Ansley Atlanta Real Estate	76	Chip Hackett (BBA '88, MBA '92)	Ultra Car Wash
23	Bob Sleppy (BS '05, MBA '10)	Nuci's Space	78	Mitch Hunt (BBA '80, MBA '81)	FirstAtlantic Bank
29	Bryan Brinson (BBA '06)	Meridian Management Group	79	Nick Schkabla (BBA '02) Bryan Turner (BBA '01)	Professional Benefits Consultants
30	John Cochran (BBA '93) Irina Melnik Cochran (BBA '93) Dustin Watts (BBA '03)	Terrapin Beer Company	81	Julie Ramirez (BBA '06, AB '06)	Forsyth Exterminating
32	Thomas Reed (BBA '87)	DPM Fragrance	82	John Sipple (BBA '00)	Cay Insurance Services Inc.
34	James Lannen (BBA '04)	Turnkey IT Solutions LLC	84	Kris Nordholz (BBA '95, MBA '96)	Full Media
35	Nat Carmack, Jr. (BBA '93)	BOS Staffing	86	Craig Magram (BBA '93)	i9 Sports of NW Gwinnett & Hall Counties
38	Carson B. Sears (BBA '01)	Tree Protection Supply	87	John Robert Boyce (BBA '08) Thomas Boyce (BBA '07)	Boyce Design and Contracting
39	Michael Durand (BBA '06)	J&M Pool Services LLC	88	Larissa Benson (BBA '03)	Remax Legends
40	Charles Vickery (BBA '70)	Vickery Financial Services	90	Emily F. Howell (BBA '00)	Howell Orthodontics
41	Frank Eldridge (BBA '81) Matt Hene (BBA '03) Matt Lovein (BBA '96, MBA '00) Eric Ragone (BBA '03) Will Underwood (BBA '85) Mark Watson (BBA '80)	Ironwood Insurance Services LLC	91	Kishore Ganji (MBA '03)	Astir IT Solutions Inc.
44	Joe Mullins (BBA '05)	Mullins Management and Entertainment	93	Allison O'Kelly (BBA '94)	Mom Corps
46	Mary Elizabeth Sprague (BBA '02)	Louie's Café	94	Josh Schlieman (BBA '02) Andrew Sullivan (BBA '89)	Sullivan & Schlieman Wealth Management LLC
55	Joshua R. Daniel (BBA '06)	Towable Tailgates	95	Matt Breda (BBA '02, MED '05) Mitchell Breda (BBA '10) Rodger Breda (BBA '73)	Breda Pest Management
56	James Cannon (BBA '77) Bryan Willis (BBA '85)	Early Trucking Company	99	Jimbo Floyd (BBA '02) Brett E. Fowler (BBA '08) Trey Wood (BBA '08) Joe Wood, Jr. (BBA '77)	Turner, Wood & Smith Insurance
57	Mark Mahoney (BBA '83)	Jackrabbit Technologies	100	Anil Aggarwal (MBA '94)	Milestone Internet Marketing

Research and Innovation

Advances from the Terry College of Business

Do coworkers begrudge you for volunteering?

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

Volunteering benefits the community, but are there instances where it can actually harm an employee's workplace reputation? Terry management professor Jessica Rodell has conducted research on situations where an employee's charitable efforts have helped them get ahead — and, conversely, when they have become stigmatizing.

“Volunteering is a behavior that traditionally has little to do with work,” says Rodell. “It's something that can be done with your kids' school or through your church.



Rodell

But it turns out that this behavior can have a real impact on how people view you at work.”

As personal and professional lives continue to intermingle, thanks to the constant connection of cell phones and social media, today's workers are often at the mercy of their colleagues' appraisal, says Rodell, whose re-

search — co-authored with former UGA graduate student and current assistant professor of managerial science at University of Illinois-Chicago John Lynch (PhD '16) — finds that co-workers often have mixed feelings about their colleagues' charitable activities.

When volunteering is seen as intrinsically motivated, meaning the worker is seen as personally compelled to volunteer, both supervisors and coworkers tend to hold

the volunteering employee in high esteem. However, if the worker is seen as a showboat who volunteers in order to enhance their image or score brownie points, colleagues and supervisors form a more negative opinion.

“We use people's behaviors as signals of who someone is, and the more data we have, the more we know how to interact with them,” says Rodell. “Here, we are showing that volunteering is a piece of data that we use to determine someone's character, which affects how we treat them. And, as it turns out, the treatment that results can be rather important in the workplace. In fact, if you have two people who have the exact same performance ratings at their job — but one of them volunteered for what appeared to be good reasons — that person would be more likely to get a raise or promotion because volunteering positively affects their reputation at work.”

Although volunteering is inherently pro-social behavior, there are several ways in which it can have negative repercussions. Colleagues may find a volunteer's behavior smug or superior. Or that they forsake office work in order to volunteer. Or that they volunteer just to take credit.

If a volunteer is seen as a showboat looking for brownie points, their colleagues may take a negative view. — Jessica Rodell



“We’re very attuned to certain social cues that help us determine why people do certain things, like volunteering,” says Lynch, “and there are very real consequences for that.”

“Some of the initial questioning we got was about how is this different from just helping out within the workplace, such as if someone helps you move boxes at work? But helping someone out in the workplace is viewed very differently from volunteering in the community.”

Although both behaviors can garner credit from coworkers, volunteering is unique in its ability to also foster negative opinions from others.

Most often, though, volunteering is a mixed bag that creates both positive and negative connotations. In opposition to the potential negatives, volunteers may be seen as thoughtful, caring, and good at time management, which can reflect well in the business environment.

Fortunately, in regard to volunteering, it appears that

positive opinions tend to outweigh the negative ones.

“As coworkers, we are okay with the fact that someone might personally benefit from their volunteer work,” says Rodell, “with the caveat that they are also doing it for good reasons. Interestingly, we typically aren’t aware that we judge people based on these things; it’s something that happens without us really thinking about it. Reputations tend to be viewed generally as in, ‘He is a good person’ or ‘She’s a good time manager.’”

What Rodell and Lynch have shown with their research is that one reason you may think those things about your colleagues is because of their volunteer work.

“Some people may not like that you could possibly get promoted at work for doing something that’s not related to work at all,” says Rodell. “But that’s why these findings are important. Employees should know that if they’re going to volunteer, it’s going to have consequences — depending on how they manage it. But, if done for the right reasons, it’s ultimately going to benefit them.” 

Sea Island is a growth engine for Glynn County's economy, Terry analysts say

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

The Sea Island Company has a \$670 million impact on the local economy in revenue benefiting Glynn County, according to University of Georgia economists.

A study conducted by Jeffrey Humphreys and Beata Kochut of the Selig Center for Economic Growth within the Terry College of Business, measured how economic activity by the Sea Island Company, its members, guests, and team members contributes to Glynn County's financial health.

These activities include spending at Sea Island by its guests and members; major capital projects such as construction (most recently, a new 63-room wing at the Cloister that opened April 1); and spending by Sea Island's members and guests in Glynn County, outside the boundaries of Sea Island (such as restaurants, retailers, and contractors).

"Sea Island generates significant, sustainable, annual economic impacts for Glynn County," says Humphreys, director of the Selig Center. "It's vital to the area in a number of measurable ways."

The study found that Sea Island is responsible for:

- Approximately \$670 million in sales (output or gross receipts, nearly 11 percent of Glynn County's total output)
- Approximately \$370 million in production, or contribution to region's GDP (gross domestic product)
- 6,254 jobs (13.5 percent of all the jobs in Glynn County)
- More than \$200 million in labor income (earnings)
- More than \$22 million in tax revenues for local government

Benefits to the community are both direct and indirect, according to Humphreys.

"Each Sea Island job in turn is responsible for another 2.3 non-Sea Island jobs in the community, thus accounting for nearly one in seven jobs," says Humphreys. "Every dollar spent by a Sea Island member, guest, or team member generates an additional 31 cents for Glynn County."



Humphreys

Economists refer to it as a "multiplier effect," which means that spending by consumers associated with Sea Island creates positive ripples through the economy. For example, an employee who eats lunch at a local restaurant is helping sustain and create jobs for that business. Similarly, when a Sea Island guest or member shops at a nearby

store, they are helping to support that local retailer and paying sales taxes that go into county coffers.

The same "multiplier effect" applies to other local businesses and community organizations, from restaurants to retailers to banks, real estate agencies, and independent contractors. Of the nearly \$670 million in economic impact, multiplier spending accounts for nearly \$160 million.

Humphreys says that not only do these estimates demonstrate the importance of Sea Island as a "pillar of Glynn County's economy — creating jobs, higher incomes and production of goods and services" — they also point out Sea Island's ongoing contributions that make Glynn County a desirable place to live and work, as it has for the last 88 years.



Kochut

Noting the importance of Humphreys' findings, Sea Island President Scott Steilen says, "Dr. Humphreys' work affirms that Sea Island has been meeting its pledge as a major employer and strong corporate citizen to continue to provide good jobs and to support our community — helping both our local businesses and our nonprofit organizations."

The company is proud of its team member volunteers who donate thousands of hours every year to community organizations, says Steilen, who added, "It is our intent to maintain, and hopefully enhance, the legacy of Sea Island's contributions to this community." <#>

Faculty recognition

Awards

Legal Studies professor **Dawn Bennett-Alexander**



earned the Institute for Women's Studies Women Faculty Award, which honors women who have demonstrated extraordinary dedication to Women's Studies and who have had a profound impact on the UGA and Athens community. Bennett-Alexander earned a unanimous nomination from the Women's Studies faculty.

Management Information Systems professor **Elena Karahanna** was honored as a Distinguished Research



Professor at the UGA Research Awards Banquet. The award recognizes academic researchers for work recognized for the highest level of creativity on a national and international level.

Management professor **Mike Pfarrer** earned the UGA Student Career Development Award in December. Presented by the UGA Career Center, the award is given to a person who has contributed greatly to the career development of 2015 UGA graduates. Several students nominated Pfarrer for the award.

Terry College has named the following professors as its 2016 Outstanding Teachers: **Jacqueline Hammersley** (Accounting), **Meghan Skira** (Economics), **Chris Pope** (Finance), **Charles Lyons** (Management), **Craig Piercy** (Management Information Systems), **Jennifer Osbon** (Marketing) and **Tim Samples** (Legal Studies). The award winners received recognition for their efforts in April at the UGA Faculty Recognition Banquet at the Georgia Center for Continuing Education.



HAMMERSLEY



LYONS



SKIRA



PIERCY



POPE



OSBON

Management Information Systems professor **Nicholas Berente** won the Association for Information Systems Senior Scholar Best Information Systems



BERENTE

Publication Award for his paper, "Beyond the organizational 'container': Conceptualizing 21st century sociotechnical work," published in *Information & Organization*. Berente also earned the Best Research paper Award for "Seeking Middle-Range Theories in Information Systems Research," presented at ICIS in December.

UGA's Student Government Association honored three



GRANTHAM

members of Terry faculty for excellence in teaching: Marketing Senior Lecturer

Kimberly Grantham, Economics Senior Lecturer **Katherine McClain** and Legal Studies Professor **Dawn Bennett-Alexander**.



MCCLAIN

SGA honored faculty on the basis of concern for student experience, mentorship, and quality of instruction.

Management Information Systems professor **Rick Watson** won the Best Paper Award for his presentation, "How do organizational processes recover following a disaster? A capital resiliency model for

disaster preparedness" at the e-Government Track at the Hawaii International Conference on System Sciences in January.



WATSON

Presentations and Mass Media

Selig Center Economic Growth director **Jeff Humphreys** was quoted in the *Atlanta Journal-Constitution* about the economic impact of the recent terrorist attacks in Brussels, describing the impact on the global economy as "sand in the gears of the economy," which can reduce productivity and act as a headwind that lasts for decades.

Legal Studies professor **Tim Samples** had research on Argentina's debt situation



SAMPLES

cited in *Bloomberg*, *La Nacion*, and Argentinian business daily *Dario BAE*.

Samples, an expert on Latin America and sovereign debt, recently co-authored the paper "Settling Sovereign Debt's 'Trial of the Century'" that will appear in the *Emory International Law Review*. 

1 Honors Day speaker

(from left) Dean Ben Ayers presents Terry's 2016 Outstanding Young Alumni Award recipient Mitch Reiner (BBA '05) with a thank you gift for delivering opening remarks at this spring's Honors Day.

2 TLSS: Ken Kendrick

Following his Terry Leadership Speaker Series remarks, Ken Kendrick, managing general partner of the Arizona Diamondbacks baseball team, received thanks from UGA President Jere Morehead, Leadership & Major Gifts Officer Katrina Bowers, and Dean Ben Ayers.

3 Economic Outlook

Dignitaries at the 2016 Economic Outlook series in Atlanta included (from left) Mark Lytle, vice chancellor for economic development, University System of Georgia; Mark Vitner (BBA '84), senior economist at Wells Fargo; UGA President Jere Morehead; Dean Ben Ayers; and Pamela Whitten, senior vice president for academic affairs and provost at UGA.

4 YAB Winter Formal

Attendees at the Young Alumni Board's winter formal (from left): Nicole Goldsmith (BBA '10), Ashley Thiem (BBA '02), Alex Hull (BBA '10), and YAB Chair Angel Jones (BBA '03).

5 Terry Day of Service

Participants at Terry's Day of Service at Junior Achievement's Biz Town & Finance Park in Atlanta were Kwesi Maison (BBA '15) and KB Yabuku (MBA '10). More than 100 alumni participated in eight cities across the country.

6-7 Terry Graduation Convocation

(6) Among those who took part in the graduation convocation were 2013 Distinguished Alumni Award recipient Terry Brown (BBA '84) and Randy Grooms (BBA '92, MBA '11), director of diversity relations at Terry.

(7) With daughter Lauren Barrs (BBA '09), Alumni Board Vice Chair Craig Barrs (BBA '80) watched his son Jordan walk across the stage.

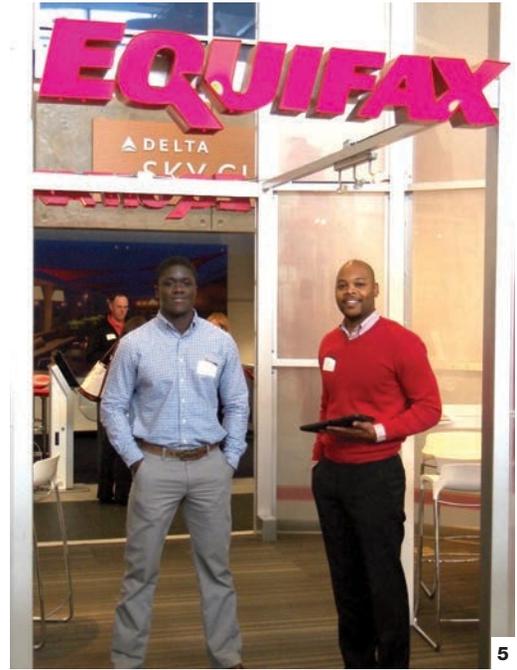
8 TLSS: Debbie Storey

That's Terry Leadership Speaker Series presenter Debbie Storey (center) with Derek Hammock (BBA '15) and Melissa McDonald (BBA '16).

9 Amos Hall commemorative beam

Martee Horne (BBA '78), executive director of development and alumni relations, was one of many Terry family members who signed this construction beam before it became part of the superstructure of Amos Hall in the Business Learning Community. [📍](#)







The Smart Choice

Their lives are still in whirlwind mode. But Terry finance grads Kirby Smart (BBA '98) and Mary Beth Lycett Smart (BBA '03) have returned to their alma mater in new roles as head coach and 'First Lady' of the Georgia football program. If 93K Day is any indication, they're going to be game-changers.

Did you attend those lazy, hazy, crazy G-Day games of yesteryear? Let's test your memory. Sanford Stadium . . . half-full, if that? Check. Guest coaches from the media . . . do you remember humorist Lewis Grizzard calling plays and saluting the cheerleaders in his press conference? Wow, that was fun!

Then there was that curious format change to varsity-vs.-alumni contests wherein game-ready sons sometimes lined up against their overweight, out-of-shape fathers.

Yeah, believe it or not, those happened, too.

And it wasn't just the stadium that was half-full on G-Day. The overall atmosphere on campus was more springtime picnic than serious SEC football tailgate.

A firm believer in the adage, "You play like you practice," a young man with a familiar name and face hatched a new plan for this spring's game — one that involved a much more rigorous off-season training regimen for Bulldog fans as well as players. Inspired by 80,000-attendance spring games he'd been part of as an assistant coach at perennial national champion Alabama, the new guy in town challenged the Bulldog Nation to turn this year's G-Day game into . . . 93K Day.

As dares go, asking for a sellout crowd at Sanford in mid-April was a biggie, considering that the best G-Day crowd in history was 46K and change.

But this guy dreams big. He preached the 93K gospel whenever someone put a tape recorder in front of him. He went on the radio and told Bulldog faithful in no uncertain terms, "It's up to you to get your butt off the couch and make it happen!"

When he grabbed the microphone at halftime of the Georgia-Arkansas basketball game in January, the Coliseum crowd, which included his new boss, stood in unison . . . and then went a little nuts when he delivered his 93K challenge.

"I got goose bumps!" UGA Athletic Director Greg McGarity admitted.

Okay, new question.

Did you attend The Game Now Known As 93K Day?

The one that set a new record for attendance at an SEC spring football game?

The one that ranks as the largest crowd in Sanford Stadium history?



While Kirby saluted the 93K Day crowd from the field (at left), Mary Beth and family members were guests in the UGA Alumni Association box.

By Kent Hannon

Feature photography by Kent Hannon



Kirby was announced as Georgia's new head coach at a press conference on Dec. 6. While he answered questions from the media, Mary Beth did double duty as the "First Lady of Georgia Football" and mother.

The one where fire regulations forced the stadium staff to close the turnstiles with people still trying to get in?

If you weren't there . . . well, as 93K guy would say later: "It was so incredible, I wish we could get two wins out of it!"

Get the picture, as Munson would say.

At 3:15, 45 minutes before kickoff, the lower stands were indeed packed, but the upper deck at Sanford was still largely empty. But at 3:45, when pre-game entertainer Ludacris aimed his uber-amplified voice up there, even the 600 level of the stadium was jammed.

The familiar face who made all this happen is Kirby Smart (BBA '98).

Perhaps you've heard of him.

At Terry, he's remembered for making A's in his finance classes and for leading the college's co-ed softball team to a championship in the 2005 all-campus tournament.

He has the intramural sports scars to prove it, too, as we'll learn in a minute.

Kirby was also a pretty fair college football player.

Schooled in the finer points of the game by his father, Sonny Smart, who coached him at Bainbridge (Ga.) High School, Kirby embodied his last name by always being in the right place at the right time. A latter-day Terry Hoage with more intuition than speed, he made the All-SEC first team as a senior defensive back, and his 13 career interceptions — still fourth on Georgia's all-time list — are evidence of just how smart he was between the lines. Off the field, he made the All-SEC Academic team all four years in school, and traces of his B-School education still creep into his conversation. In the days leading up to the spring game, he characterized it as "an important *sales day* for us because of all the recruits in attendance."

Named the top assistant coach in the country at Alabama in both 2009 and 2012, Kirby was awarded a \$200,000 raise in 2013 that made him the highest-paid defensive coordinator in college football. And from Dec. 6, 2015, when he was named head coach at Georgia, until Jan. 11, when his tour of duty at Alabama concluded with a fourth National Championship in seven years, Kirby Smart was considered by many to be the Busiest Man in America Not President of the United States (BMIANPOTUS).

Doing justice to two 18-hour-a-day jobs at once isn't humanly possible, but Kirby went at it full blast. The Fiesta Bowl victory over Clemson earned him his fourth National Championship ring as a member of Nick Saban's staff. As exit interviews go, that was off the charts. But with just three weeks to go until National Signing Day, how would Kirby's first recruiting class at Georgia be remembered?

Indelibly, as it turned out.

Some analysts have labeled it the strongest recruiting class ever assembled by a first-year coach, with a wealth of four- and five-star talent, including the nation's top-rated high school quarterback Jacob Eason, who also had something to do with the spring game turnout.

One month before his 93K challenge came to fruition, Kirby and a former teammate of his on the Terry College softball team agreed to a private interview with *Terry Magazine*.

Her name is Mary Beth Smart (BBA '03).

Perhaps you've heard of her, too.

In college, when she was known as Mary Beth Lycett, she was a mainstay of the Lady Dogs basketball team. Her prep honors included being named Miss Georgia

Basketball at Morrow High School in suburban Atlanta. But these days the media has begun referring to Mary Beth Smart as “The First Lady of Georgia Football.”

They arrived for the *TM* interview as a couple, which in itself was an anomaly because Kirby and Mary Beth seldom see each other during a typical workday. His job is to bring Alabama-type success to the Georgia football program. Her job is to ride herd on the couple’s three young children — twins Julia and Weston, 8, and their little brother Andrew, 4 — and manage the Athens condo the Smarts are currently living in, courtesy of Terry alum Brother Stewart (BBA ’74).

The goal, says Mary Beth, who is a close friend of Stewart’s daughter Carolyn, is to buy or build something that is substantial enough for a family of five and also relatively close to Kirby’s office — so that, when a rare 30-minute opening in his schedule arises, he can run home to see his wife and kids.

“We would love to live in the Five Points area,” says Mary Beth. “But we’ve had a hard time finding a property that offers the kind of privacy and space that we need — and is also close to Kirby’s office.”

At the outset of the *TM* interview, with Kirby’s first spring practice at Georgia just 24 hours away, he had a legal pad in his hand and a distracted look on his face.

“I have a staff meeting in 20 minutes, so this needs to be quick,” he said, having already informed Mary Beth not to expect him home for dinner more than a couple nights during the first week of spring practice.

But as soon as the interview began, the man who has figured out a way to thrive in divided-attention situations quickly shifted into undivided-attention mode.

TM: Finance is not a typical major for a football player — or a basketball player, for that matter. Why were you attracted to it, Kirby?

KIRBY: I was a very good math student . . . and my goal was to avoid being a coach, if at all possible.

TM: Well, you’ve failed miserably at that!

KIRBY: I thought that if I had a business degree, I would never coach. I was originally an accounting major (“So was I,” said Mary Beth.), but I switched to finance. (“So did I,” said Mary Beth.)

TM: How difficult was it to manage your time — handling homework and tests — while giving so much of yourself to your college football career? You were a team captain in ’98 and the Dogs won 19 games your last two years in school. That must have kept you busy.

KIRBY: It was difficult. During the football season, you

have a game every weekend, so I didn’t have a lot of extra study time, which was a challenge. But the Terry College does a great job of preparing its students to succeed.

TM: You two have been away since 2005, and you’ve been wrapped up in a college football environment at Alabama that’s like no other in terms of success. In the course of those four National Championship seasons, did you still feel like Terry College alumni?

KIRBY: Oh, yeah, we did! Y’all do a great job with *Terry Magazine*. We get it, we read it, it keeps us informed . . . and the college has such a great reputation. The first building in Terry’s new Business Learning Community looks awesome!

TM: What do you remember about Terry?

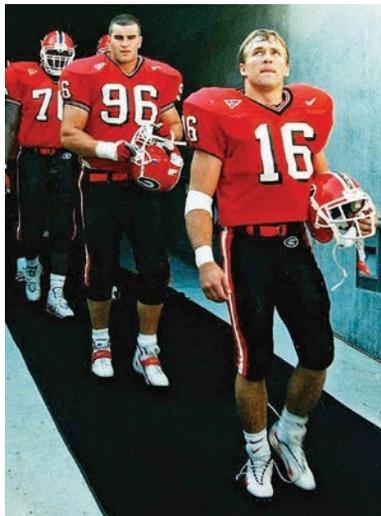
KIRBY: I remember MIS 312 and an economics class I took. I remember finance professors Annette Poulsen and Jeff Netter — not just from class, but from the Terry College softball team, which they sort of sponsored. I guess Jeff was considered the manager. I remember the Terry College softball team vividly . . . and I still have a scar to prove it! (Kirby rolls up his right pant leg to display the evidence.)

MARY BETH: He’s an overachiever! He hurt his leg sliding into third base!

KIRBY: I contracted a staph infection as a result of that slide, and it got so bad that I had to excuse myself from a coaches meeting when I was the running backs coach on Mark Richt’s staff in 2005. I said, “Mark, I gotta go home because I got an infection in my leg

When Kirby challenged a Georgia basketball crowd to help make 93K Day a reality, athletic director Greg McGarity said he got goose bumps.





UGA SPORTS COMMUNICATIONS

When Kirby signed his letter-of-intent at Bainbridge (Ga.) High School in 1995, he drew a crowd. He had 13 career interceptions at Georgia, he was named first team All-SEC as a senior, and he was an All-SEC Academic Team selection all four years in school.

from playing softball!” It happened because I was wearing shorts when I slid into third base. I’ve had worse injuries as a player, but that staph infection is the only time I missed work in all my years as a coach!

TM: *What B-School best practices have meant the most to you in your coaching career?*

KIRBY: Time management would be number one, but there are others. I began using my Terry College background at my first assistant coaching job at Valdosta State. Not every player was on a full scholarship; some might have been on a half, some just a quarter. So I created an Excel spreadsheet. I called it The Salary Cap, and it helped the head coach figure out the best way to spend athletic scholarship money.

TM: *Was working as an assistant coach under Nick Saban reminiscent of your B-School training?*

KIRBY: It was similar to a business school format, though not goal oriented but process oriented. Coach Saban wants you do things the right way, just like you’d counsel a financial investor . . . his philosophy is not to put short-term gains ahead of long-term goals.

TM: *What were those five weeks like between the Dec. 6 press conference when you were announced as the new head coach at Georgia, and Jan. 11, when you were still a member of Saban’s coaching staff, helping him win another National Championship at Alabama?*

KIRBY: A whirlwind. The toughest part was obviously doing the two jobs at once. First, the National Championship game and then National Signing Day at Georgia . . . it was a bit much.

TM: *Your Day-Timer must have been a mess.*

KIRBY: What’s a Day-Timer? (Mary Beth tells him.) Oh . . . I keep track of everything on my phone.

TM: *As a kid, what did you want to be when you grew up?*

KIRBY: A successful businessman . . . something to do with numbers.

TM: *Well, essentially, you’ve accomplished that. But the only thing you’ve done since graduating from Georgia is coach football, which you say you wanted to avoid at all costs.*

KIRBY: All I can say is that I enjoy what I do . . . I don’t feel like I’ve worked a day in my life. When I got done playing, I had a choice to make. There were some attractive business opportunities in Atlanta, but I turned them down to coach football at Valdosta State. I was making a lot less money, but I fell in love with coaching down there.

TM: *Speaking of falling in love, how and when did you meet Mary Beth?*

KIRBY: I finished playing here in 1998. I graduated, and went to the Indianapolis Colts for a brief stay, then came back here for the 1999 season as an administrative assistant. I was working here when Mary Beth was playing basketball as a freshman, but we never knew each other. I left at the end of the ’99

season and went to Valdosta State. When I came back to Georgia as an assistant coach in January 2005, Mary Beth was working in the Athletic Association business office. In fact, she booked my flight to Athens from LSU, where I had been an assistant under Coach Saban. She worked on the fourth floor of the Butts-Mehre building and I worked on the second floor. She was in charge of booking all the flights I made as an assistant coach . . . and she came down to my floor a lot more than I went up to hers, let's put it that way! (Mary Beth laughs because she remembers the upstairs-downstairs aspect of their early courtship a little differently.)

MARY BETH: The only shower in the building is on the second floor. A couple girlfriends of mine and I would run at lunch and then use that second-floor shower.

KIRBY: When you get off the elevator on that floor, you have a choice of which way to go. Mary Beth's choice was always to use the side where my office was!

TM: *What's the last thing Nick Saban said to you before you left? Was it a big speech?*

KIRBY: After the National Championship game, he came over and congratulated me, said good job . . . great win. That was pretty much it. He's a man of few words.

TM: *How much of Nick Saban's management style rubbed off on you during your time together?*

KIRBY: A lot of the football values certainly did — heavily, in fact, in terms of what I believe in on the field. But our personality traits are different as far as recruiting and relationships with players.

TM: *You were an assistant coach at five different college programs — Valdosta State, Florida State, LSU, Georgia, and Alabama. How does it feel to be back where your football career essentially started?*

KIRBY: It feels great to be home!

TM: *What's next for you after this interview ends?*

KIRBY: Gotta get ready for my staff meeting . . . and we're always recruiting! The only reason I did this interview was because it was for Terry!

•

To understand how well suited Mary Beth Smart is for her new role as “The First Lady of Georgia Football,” you have to have some appreciation for the depth of her love for UGA. Mary Beth was voted Player of the Year in her classification as both a junior and a senior at Morrow High. A sharpshooting guard who could take over a game with her three-point accuracy, her first trip to campus came on Nov. 15, 1997, when she was just a sophomore. Her college coach Andy Landers picks up the story from there.

“When we started recruiting Mary Beth — who is just a wonderful person with a great family — we took her and her father to a football game against Auburn. It was the coldest game I've ever attended in Athens, and



Mary Beth was named Miss Georgia Basketball as a senior in high school and made a name for herself at Georgia as a three-point shooter. After graduation, she taught algebra, then utilized her Terry College education in the UGA Athletic Association business office, specializing in travel and budget.

UGA SPORTS COMMUNICATIONS

as we were sitting there freezing, I said to myself, ‘*Well, this can’t last.*’ But every time I looked over at Mary Beth, she was loving it! She wanted to stay till the bitter end. We brought blankets, but I still froze my rear end off. Georgia lost 45-34, but Mary Beth acted like she’d died and gone to heaven!”

She couldn’t have known it back then, but as she admired the defensive prowess of No. 16 in the red-and-black — who outshone even future NFL star Champ Bailey on the ’97 Georgia team — Mary Beth Lycett was getting her first look at her future husband Kirby Smart.

The other story Landers likes to tell about Mary Beth’s love for UGA — and, more specifically, for Georgia football — stems from the extent of her pre-game fashion preparation.

“On football Saturdays, we would typically schedule a basketball practice at, say, 8 a.m. that morning,” says Landers. “Well, to get ready to practice at eight o’clock, some players had to get taped as early as 6:30. As you can imagine, by the time practice ended four hours later, most of the players on the team wanted to head back to their dorm or apartment to eat and take a nap. But not Mary Beth. When she arrived for practice, she already had her game day wardrobe on a hanger. When practice ended, she was headed to the stadium!”

Looking back on her life and playing career, Mary Beth says, “I feel like I was bred to be a coach’s wife!”

A huge chunk of that sentiment has to do with attributes like poise, patience, perseverance, and a positive mental attitude. In Mary Beth’s case, all of those facets of her personality came into play during her first two years at Georgia, where her path to the starting lineup was blocked by four players — Kelly Miller, Coco Miller, Deanna Nolan, and Kiesha Brown — who would



When his commitment to Alabama ended on Jan. 11, Kirby (shown here with Chuck Dowdle and D.J. Shockley) had just 23 days of uninterrupted time to recruit as a new head coach — but still delivered a top 10 class.

ultimately play professionally in the WNBA.

As a starter her junior and senior years, Mary Beth led the team in both free throw accuracy and three-point shooting, and there were nights when her ability to score from long range spelled the difference between victory and defeat. She had 20-point nights against Vanderbilt and Florida, pulled down 13 rebounds against UCLA, and played 47 minutes in a double-overtime win over South Carolina where her emotional locker room speech meant even more than the 19 points she scored.

Ranked No. 14 in the country but getting clobbered 42-25 at halftime in Athens, Mary Beth spared Andy Landers’ voice with a tongue-lashing of her own.

“Mary Beth told everyone we were playing like crap, and we needed to pick it up,” said teammate Sherill Baker. “We listened to her and we got the job done.”

Georgia won the game 97-91, and Landers gave Mary Beth the lion’s share of credit for the team scoring 72 points in the second half and OT:

“I’m glad she said it because somebody needed to!”

In this day and age, when Steph Curry’s long-range gunning was basically the story of the last two NBA seasons, Mary Beth’s ability to make three-point shots is still a topic of conversation on the UGA campus — even when she’s being interviewed in her new role as the wife of the Georgia football coach.

TM: Are you aware that you’re still Vince Dooley’s favorite three-point shooter?

MARY BETH: I couldn’t believe he said that . . . I was so honored! It made my dad’s day, I can tell you that!

TM: And yet here you are, all these years later, being called “The First Lady of Georgia Football” with a husband who has challenged the Bulldog Nation to create a new version of G-Day called 93K Day. Has he said much about it to you?

MARY BETH: Well, yeah! He wants to make a splash! It’s an ambitious goal, but it’s what they do at Alabama . . . at least it was when we first went there. It’s now down to like 80 percent capacity for the A-Day game. But they do have a different mindset at Alabama. Even for a non-conference opponent like a Charleston Southern, the stadium will be full two hours before the game. They literally live for football in Tuscaloosa.

TM: Andy Landers says he never coached a player who loved the University of Georgia more than you do.

MARY BETH: I am hesitant to use that “First Lady” term; I think that’s something you’ve got to earn. But

I've been a Georgia fan all my life. My mother has a master's degree in education from UGA, and I wanted to play basketball for Andy Landers from the first second I realized I might be good enough.

TM: *Andy has a reputation for being rough on his players on the floor . . . and killing them with kindness off it.*

MARY BETH: He was definitely hard on all of us — and extremely hard on me! But he knew how to reach us, and it paid off. Apparently I respond well to yelling! I think I developed into a leader.

TM: *Why did you decide to major in finance?*

MARY BETH: I had never heard Kirby say he majored in finance because he wanted to do anything but be a coach . . . and I'm not sure I believe him because he's such a good coach! For me, I toyed with being a math major, decided on accounting, and then changed to finance. Balancing school and athletics wasn't that hard because we played on Thursdays and Sundays. And at a school like Georgia, you get to fly to away games and not miss much class time.

TM: *At one point during Kirby's various coaching jobs, you were, in fact, a math teacher.*

MARY BETH: I taught algebra to ninth graders in Fort Lauderdale when Kirby was with the Miami Dolphins. And even though I don't currently work outside the home, running our home and family feels a lot like a business. No college could have prepared me better for what I do now — buying and selling real estate, taking out life insurance — than Terry. Marketing is important, too . . . I mean I kind of look at Kirby as a brand. And I think his management classes were really important to him. I see that when Kirby is managing people. It was important when he was a coordinator at Alabama. I mean, we do have professional financial people who handle investments for us, but because of Terry I can at least understand their phone calls!

TM: *Kirby was only here for a year as a Georgia assistant coach in 2005, but it must have been fun reuniting with people you knew from college on the Terry softball team.*

MARY BETH: Oh, it was! Chris Pope taught a couple finance classes that I took as an undergrad, and he recruited me to play on the softball team. Jeff Netter was the pitcher. I played second base and I recruited Kirby. He's an unbelievable athlete, the kind of shortstop who's always diving for balls and making great plays.



The Smart's children — who don't know their dad is a big deal — include (from left) Weston, twin sister Julia, and little brother Andrew.

TM: *Kirby's had his say. What's your take on how you two became a couple?*

MARY BETH: They called me The Travel Lady in the athletic association business office. I handled all the recruiting travel arrangements, kept everything within budget . . . and I remember Kirby calling me constantly. Not just for travel. He'd call and say, "Who do I set up my insurance with? Where do I get my dealer car?" It was just a friendship at first. We got engaged in March 2006 and we got married in July. The proposal was interesting. I was trying to sell his house and I was holding an open house there. He called and asked me to check his mailbox for him. He'd left a ring in the mailbox, and he stayed on the phone till I found it! I didn't think he was even in town, but he was actually hiding on the side of the house! It was cool . . . and totally unexpected!

TM: *I read that you got some valuable tips from Nick Saban's wife Terry on how to be a head coach's wife.*

MARY BETH: It was more a case of me paying attention to things she did — spending time with donors and boosters, which, in some ways, is a form of sales. I also paid attention to her relationships with the coaches' wives and how she managed different personalities . . . she's very diplomatic.

TM: *You've become a very successful amateur tennis player in recent years. Is being an athlete an advantage that you have over most coaches' wives?*

MARY BETH: Playing for Coach Landers and then working in the athletic association business office

continued on 62

Team Watson

Benjamin Watson (BBA '03) and Kirsten Vaughn Watson (BBA '03) were college sweethearts whose devotion to a service-based life may outshine even Benjamin's exemplary football career. He's written a new book, and the family's foundation promotes charitable initiatives and educational opportunities.

By Matt Waldman (AB '96)

Thomas Edison's formula for genius was "one percent inspiration, 99 percent perspiration."

Q: But what, pray tell, do you get when you combine 99 percent inspiration with 99 percent perspiration?

A: Benjamin Watson.

Having recently signed a two-year contract for a reported \$7 million to extend his National Football League career to 14 seasons, Watson (BBA '03) is best known for his athletic prowess. But the Terry finance grad and former Bulldog star has also become an outspoken media commentator. His new book, *Under*

Our Skin, explores the topic of race and how and why we all approach racially charged incidences differently.

Co-founded by his wife and former Terry College classmate Kirsten Vaughn Watson (BBA '03), the family's One More Foundation is something that is very important to them. The organization promotes Christian-based values through charitable initiatives and educational opportunities.

In recognition of Watson's work on behalf of others, *Southern Living* magazine recently named him a Top Innovator, one of the publication's "56 Inspiring People Bettering the South."

To appreciate the true extent of Watson's inspiration and perspiration, there's no better illustration than the miraculous touchdown-saving play he made in 2006.





SPECIAL

Ironically, the play involves another former Georgia great, Champ Bailey, a 12-time Pro Bowl cornerback whose legend as a shutdown defender has been summed up by the adage, “Two-thirds of the Earth is covered by water, the remaining third by Champ Bailey.”

In the third quarter of the AFC divisional playoffs with Watson’s New England Patriots team facing Bailey’s Denver Broncos, Bailey read quarterback Tom Brady’s eyes, swooped in front of intended receiver Troy Brown, and intercepted a pass a yard deep in his own end zone. Bailey is one of the fastest men in NFL history, and all he saw ahead of him as he headed for the opposite end zone was a wide-open sideline and a convoy of his Bronco teammates providing escort.

Bailey streaked the length of the field and was about

to score a touchdown when Watson suddenly appeared, seemingly out of nowhere, and tackled Bailey just short of the goal line. Replayed time and time again over the years as one of the most selfless, never-give-up plays of all-time, commentators have noted that the 192-pound Bailey covered 100 yards on the play — recording the longest, non-scoring interception return in NFL playoff history. More remarkable is the fact that Watson — a 255-pound tight end who started the play on offense — stalked Bailey for the length and nearly the entire width of the field, encompassing 131 yards of gridiron real estate and making one of the greatest defensive plays anyone has ever seen to this very day.

Broncos head coach Mike Shanahan, a two-time Super Bowl winner, termed it, “the best play I had ever

seen since I've been in the National Football League.”

But Watson explained it the way Edison would have.

“My college coach used to tell me stuff like that doesn't take a whole bunch of talent . . . it's just effort.”

Watson is under contract to play a decade and a half in a violent profession with an average longevity of 3.3 years. In support of his career, he and Kirsten and their kids recently relocated to their fourth NFL city.

Along the way, Watson, the person and agent for social change, has become even larger than Watson, the pro athlete. He's now a trusted counsel for his peers as part of the NFL Players Association Executive Committee. And his sensitive and resolute voice as an author and blogger have earned acclaim for his unflinching analysis of America's important social issues.

Benjamin and Kirsten, who majored in marketing at Terry, were college sweethearts who sat together at their UGA commencement. Together, they balance the demands of a family with five children with his career in the public eye, plus a charitable foundation they're both dedicated to. And they do it all with grace and humility.



With their move to Baltimore, the Watsons have lived in four NFL cities. To preserve educational continuity, Kirsten home-schools their kids.

“We both come from families where service was important and we want that legacy for our children,” says Watson. “It's a conduit to link the public with charitable causes where they can serve or donate.”

Helping society is what the Watson family's One More Foundation is all about. One More's most recent partnership was with the New Orleans Family Justice Center, an organization that teams with community advocates, civic leaders, and the U.S. Department of Justice to provide comprehensive services to victims of domestic violence, sexual assault, stalking, and child abuse. The Watsons held two fundraisers during the past eight months, bringing in \$30,000 of support for the organization. Most important, One More helped raised community awareness of NOFJC.

“The public learned that there's an organization to help them if they need services for their children, a gift certificate to Wal-Mart for necessities, or if they have to go into hiding,” says Watson, whose concern for families transcends his role as a husband and father of three girls and two boys. “It's important to stand up for those who are largely silent and don't have a way out. Every person is created in the image of God and should be respected, treated with care and with love.”

Another difficult social ill where Watson's spiritual compass shines bright is racism.

His book, *Under Our Skin: Getting Real about Race — And Getting Free from the Fears and Frustrations That Divide Us*, was born from a Facebook post written the night of Nov. 24, 2014, when a grand jury in Ferguson, Mo., declined to indict police officer Darren Wilson for shooting and killing 18-year-old Michael Brown. In that post, Watson expressed his anger, sadness, embarrassment, hope — and also encouragement about the race issues still plaguing our country.

“Ultimately the problem is not a skin problem, but a sin problem,” says Watson, who believes it's time for an honest and healing conversation about race. “It's not something to be swept under the rug. It has to be addressed head-on if we want to move forward.”

Watson's Facebook post went viral. Invitations arrived to speak at online forums, youth conferences, public engagements, churches, and universities. He expanded his thoughts in *Under Our Skin*, which was published last November.

“It has earned a great response,” he says. “Not everyone agrees with everything, but I think the great thing about the book is that people can find something that they agree with . . . and it makes people think.”

Kirsten says a number of NFL players have sought

Benjamin's advice on various matters because they know they're going to get a real answer.

"He worries and doesn't want to offend," she says. "But he's going to say it in a way so that you see the truth and feel like, 'Yeah, I deserved hearing that.'"

Watson is a great fit for the executive committee of the National Football League Players Association. From working conditions to free agency to aspects of commissioner discipline, he works on behalf of the players union, fielding weekly calls about a variety of league issues.

"We're the players' voice to management and the commissioner," he says. "There's an excitement when you enter the NFL. Over time, you learn about the business of football and how a number of our rights came through collective bargaining because men stood up for their rights. It takes more than one person to do this work and create change."

The eldest of six kids, Watson has always considered service an important part of life. Born in Norfolk, Va., his family instilled a strong sense of spirituality in everything he did.

"My dad used to say, 'Whatever you start, finish it,'" says Watson. "You are going to give 100 percent because you're not doing it just for yourself; you're doing it for the Lord."

The family moved to Rock Hill, S.C., while Watson was in high school. Interested in engineering, he initially chose Duke for college. But once it became evident that his talent made a football career a realistic goal, he transferred to UGA so he could earn a top-notch education and compete in an elite football program and conference.

"I'm very analytical. I'm a black-and-white thinker, and I love getting a solid answer," says Watson, who chose to major in finance after he took an entry level class in the subject.

As valuable as his education has been, Watson says the most rewarding part of his college experience was meeting Kirsten. He first saw her at the Tate Center, but they didn't actually meet face-to-face until crossing paths at Fellowship of Christian Athletes. By that time, match-making friends had told both Kirsten and Benjamin that they needed to meet. Northeast Georgia FCA head Jamie Jones was the most adamant.

"She was trying to play matchmaker with us," says



When Watson took the NFL's Wonderlic test, which measures players' cognitive abilities, he scored 48 points out of a possible 50 — the third-highest on record.

Benjamin. "She even told us to get rid of who we were dating and go out with each other!"

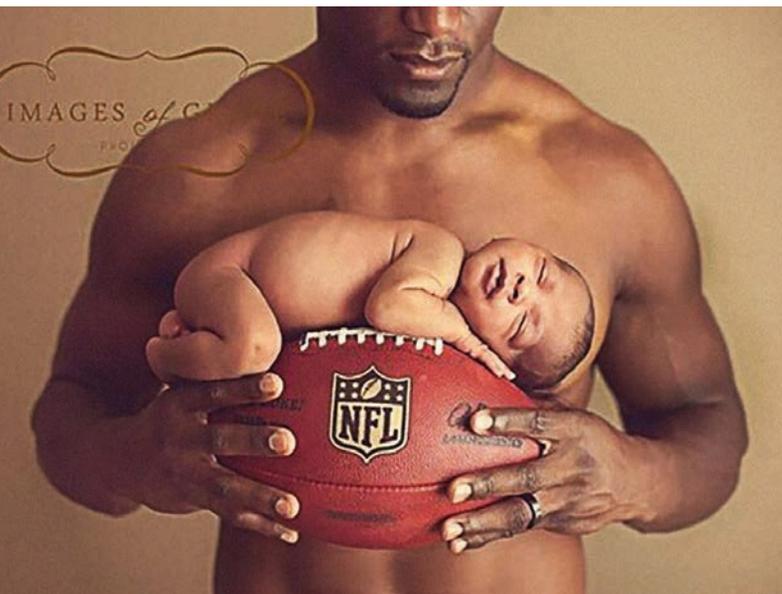
Their first date was at the Snelling dining hall. "And we volunteered a lot," says Kirsten. "There was a local church . . ."

"Christ Life Community Church with Pastor Earl Delmarter," says Benjamin. "We'd go and mentor kids."

"We volunteered every Wednesday night," adds Kirsten. "He would take the boys and I would take the girls and we would do a lot of stuff together."

"Those were our first dates, although we were just friends," says Benjamin. "After a year, we made it official."

Kirsten and Benjamin also shared finance classes. Both good students, they approached their studies differently. "Usually I'd be studying an entire week before a test," says Kirsten. "He'd sometimes come over the night before and ask, 'Do we have a test tomorrow?' He'd do great, but I'd have to work so much harder



Defying expectations at age 35, Watson (holding his youngest child), caught a career-high 74 passes last year. He has just signed a new two-year contract with the Baltimore Ravens.

to get that math. It was so unfair — I mean, I made a better grade, but only by a little bit!”

Watson’s academic prowess should come as no surprise. To assess the overall intelligence of rookie prospects, the NFL administers the Wonderlic. Designed in 1936 to measure cognitive ability on a scale of 0-50, the timed exam was first used to measure Navy fighter pilots’ ability to think fast. The median score for an electrical engineer is 30 . . . chemist, 31 . . . investment analyst, 27 . . . football quarterback, 24.

Watson scored a 48, the third-highest on record.

Defying expectations at age 35, when most players are slowing down, Watson caught a career-high 74 passes last year with the New Orleans Saints.

Kirsten had been thinking it might be his final season.

“Our whole married time has involved football, and I had readied myself for it coming to an end. I experienced this build-up of emotion heading into the final weeks of the season,” says Kirsten. But as she watched Benjamin cap off the best statistical season of his career — including a touchdown reception in the season-ender in Atlanta — she realized football wasn’t over. “He runs off the field and I expected it to be really dramatic for me. I didn’t even shed a tear. I realized that this boy is not done!”

When the Ravens offered Benjamin a two-year deal, Kirsten started packing for Baltimore.

“Let’s be honest . . . what is he still doing playing in year 13? He’s not a kicker,” says Kirsten, who shares her husband’s excitement, but maintains a sober outlook

about it all. “People tell me he looks great, but that’s Sundays on TV. I’m here for the rest of the week. Monday morning, I see the walk to the bathroom.”

Being an NFL family has its perks but also its challenges — and managing it well is an acquired skill. Through the One More Foundation, the Watsons counsel new families when they enter the league.

“It’s easy to get sucked in to the world of pro football,” says Kirsten, who recommends a conscientious approach to financial management. It’s one of the most important things the Watsons learned at Terry, and they still practice it today. “The best thing to remember is that for most, it’s a career with a very short window. As a family, we try to stay as grounded as possible and live a lifestyle that we can have away from the NFL.”

Kirsten says Benjamin learned early in his career not to bring his work home with him. “It’s what he does, not who he is. When he walks into our house at the end of the day, you wouldn’t know he’s an NFL player,” says Kirsten. “It’s about keeping the noise out. During football season, there is no newspaper around and we don’t watch the local news because you’re never as good — or as bad — as they say.”

Instilling a sense of perspective in their kids is vital.

“We want our kids to experience things that they might not otherwise, but we also want them to understand that how we live is not how everyone lives,” says Kirsten. The Watsons involve their children in their community service to develop this kind of awareness. “We want to help them develop empathy for others from a young age like our parents did with us.”

It also means teaching them that football is their father’s job.

“Staying levelheaded is important. I say Daddy’s at work; I don’t say Daddy’s at football,” says Kirsten, who home-schools the kids so there’s continuity to their education while the family stays flexible to the realities of NFL life. “Football won’t always be Benjamin’s work.”

It’s a journey that has taught the Watsons to plan ahead when and where they can, but live in the moment.

“In 3-4 years we have no idea where we’ll be living, if we’ll have more kids, or what we’ll be doing,” says Kirsten, who sometimes feels anxious but has learned to enjoy the ride. “It has always worked out — and there’s something special to be present where I am.

“We want them to see that, as a family, we look at all of this as a mission. God is sending us to Baltimore. We don’t fully know why, but we’re going to be obedient to that, and we’re going to see what God has in store for us there.” ❏



Love Terry?

Angel does.

As the Sales Talent Acquisition Manager at Paychex, Angel knows the value of a Terry College degree and routinely recruits fellow Terry College graduates to join her team. “I know Terry grads have the business acumen needed to excel in a fast-paced work environment.”

Away from work, she leads another team of talented Terry graduates who serve alongside her on the Terry College Young Alumni Board. “It’s been a privilege to chair the Board and interact with students and alumni who have a passion for business, business education and giving back to Terry and the University of Georgia. Two important ways any alum can help Terry is recruiting students and making a gift each year.”

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JACSON THRASHER

Entrepreneurship is the new B-School buzzword

Bob Pinckney (BBA '82) brings real-world startup experience to the classroom

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

F If there's a buzzword in business education right now, it's entrepreneurship — in part because building a business from the ground up has never been easier. For one thing, there's an app for everything — from initial funding and payroll to legal services and shipping, and everything in-between.

As advantageous as all that sounds, the best digital tools in the world are no guarantee that a product is destined for success.

That's where Bob Pinckney (BBA '82), director of UGA's year-old entrepreneurship program, comes in. He has a degree in economics from Terry, an MBA from the Harvard Business School, and he has founded or

co-founded several consulting, software, and telecommunications firms. He recently concluded his tenure as CEO of Athens-based Evoshield, which ranked No. 1 in the 2011 Bulldog 100 rankings of the fastest-growing, UGA-owned and operated businesses.

Pinckney has a keen understanding of what makes modern startups flail or soar.

And, spoiler alert, it's probably not what you think.

Pinckney's résumé doesn't follow the boom-and-bust mythomania that underpins today's cult of entrepreneurial geniuses. He doesn't claim to be a self-made man betting against outdated establishment thinking. Instead, he defines his success as a product of hardscrabble perseverance and team effort. His advice to students is not only insightful but experiential, and he doesn't sugarcoat

how difficult it is to create a successful startup regardless of how good the initial idea is.

“What I tell my students,” says Pinckney, “is that in the beginning, when you’re starting a business with friends or investors, everybody’s interests are usually aligned because there’s no money on the table. You’re not splitting anything up; it’s all hypothetical. Ironically, it’s when you hit on something really successful that you oftentimes run into trouble, because suddenly people’s interests are no longer aligned. As something goes from zero value to being worth a lot of money, that’s what often happens.”

Boiled down, Pinckney’s pedagogical thesis is simple:

“Entrepreneurship is a difficult thing to teach. But it can be learned.”

If that sounds contradictory, it’s not. Teaching people to take risks, he says, requires a different approach to instruction — both inside and outside the classroom.

“A lot of entrepreneurs have great ideas — and they fall in love with those ideas and they want to profit from them. But what I tell my students in class is, ‘Okay, so you’ve got an idea. But have you asked customers what they want? And are they willing to pay what you’re asking for the product in order to turn a profit?’ I may think I have a great idea that will lead to a great product. But the market may tell me something entirely different. So you’re better off finding that out sooner than later.”

UGA’s entrepreneurship program is open to students from all academic disciplines, so Pinckney’s classes are stocked with art majors, history majors, pre-journalism hopefuls, undergraduate scientists — and, of course, business majors. Disparate as they may be, Pinckney feels a connection with each and every one of them.

“Mashing all those different points of view together is extremely beneficial in enhancing the students’ classroom experience,” says Pinckney. “One of the things we’re trying to do is to promote interdisciplinary options. At a university you get silos, right? Everybody’s kind of focused on their own thing. To some extent, we can bridge those silos with this program and get into interdisciplinary territory. Entrepreneurship isn’t a business school-only item. If you look at the Bulldog 100, the winners this year came out of the psychology department. So recognizing that entrepreneurship can come from anywhere on campus is key.”

Instead of relying solely on coursework that consists of writing business plans and memorizing the do’s and don’ts of launching a startup, Pinckney worked with university administrators to construct a market-place-ready curriculum that fosters entrepreneurial

thinking, encourages problem solving, and highlights how to manage growth. He forgoes the traditional lecture model of undergraduate teaching for discussion-based classes built around case studies from his former alma mater.

In fact, it’s possible to draw a line directly from Pinckney’s Harvard days to his classroom at UGA. Not only does he teach Harvard Business School cases, he actively consults with one of his HBS professors over cases for his syllabus.

“We use case studies of entrepreneurs at different points in their journey,” says Pinckney, “so that students develop a framework for how you look at issues and different ways to solve them. Because once you graduate from college, the world is no longer multiple choice questions and answers. There are no right or wrong answers, there are just decisions based on the information you have available at the time — and then you have to be able to come back and evaluate was that the right decision . . . and is it still the right decision?”

Case studies, he says, open students’ minds and activate their imaginations through narrative. For many new companies, forging a profitable path means navigating uncharted waters, and that requires a willingness to consider uncommon thinking.

“We do cases like Dropbox, Airbnb and Apple,” says Pinckney. “Airbnb was a couple of guys in San Francisco who saw that the hotels were all booked up during a conference, so they put a couple air mattresses on the floor and made a business. It’s not rocket science. Part of the mission is to open students’ eyes to what’s possible. We look at how these companies were started and why, which takes some of the mystery out of it.”

Pinckney addresses the crowd at the Collegiate Next Great Consumer Brands competition, which attracted students from all across the country to compete for a \$25,000 prize and a trip to New York City.



When he returned to his undergraduate roots at the Terry College last year, Pinckney was tasked with helping UGA administrators combine entrepreneurship certificates that were being awarded separately by both Terry and the College of Family and Consumer Sciences. Thanks to direction from President Jere Morehead, Provost Pamela Whitten, and others, that joint enterprise has produced something that is greater than the sum of its parts.

The redesigned entrepreneurship program is built on three pillars: academic, experiential, and economic. Students take three courses through the Terry College — Introduction to Entrepreneurship, Entrepreneurial Finance, and Managing the Entrepreneurial Venture — plus two electives from their home schools or colleges that are related or complementary to entrepreneurial development.

Intuitively, people think the challenges facing new businesses are the usual culprits: lack of funding, failure of imagination, steep competition, market changes, etc. But that's not usually the case. The truly insurmountable problems, says Pinckney, are not business-related.

"Sixty-five percent of venture capital-funded businesses fail because of people issues," he says. "The owners can't agree, the managers don't get along — those types of interpersonal issues. If we can help students think through and resolve those issues before they blow up a company, that can go a long way toward helping people create successful companies that can grow and thrive and generate economic development.

"In terms of course offerings, we wanted to create a curriculum that would expose students to issues like these — which are of primary importance to young entrepreneurs, who need to develop skillsets that will help them not only set up a business but also keep it going. It's a lot more than just creating an LLC or hiring an accountant. It's more about how you divide up equity, how you choose a founding team, what essential things need to be considered if you're going into business with family members or friends, and how to create a reward system that is fair."

To encourage experiential learning, Pinckney has continued UGA's Next Top Entrepreneur competition, expanded the Accelerator Program, and helped create another pitch contest called the Collegiate Next Great Consumer Brands Competition — which awarded a \$25,000 grand prize to the winner in April.

To encourage inclusion, Pinckney didn't just invite UGA students to compete; he opened the doors wide to include students from all over the U.S. That may sound

counterintuitive, but he saw significant value in an open competition.

"My view is that by having a national competition, you bring some of the best and brightest here to UGA's campus so that they get to interact with our students — and our students get to interact with them. It's competitive, so it's just going to raise the level of what we're doing here. And by making it nationwide, we can bring in sponsors that are at the national level, not just at the state level, and that in itself will bring recognition to the university. There are definitely benefits to putting a national spotlight on UGA as a driver of entrepreneurship in this country. That's something UGA has not been known for before. That is pretty big!"

The UGA Entrepreneurship Program is expanding beyond the classroom as well.

Under Pinckney's guidance, Thinc. Week, the university's annual celebration of all things entrepreneurial, has struck a partnership with Startup Week, a similarly themed demi-conference put on by Athens' private sector. The end result is that budding student CEOs get the chance to mingle with private business owners and startup lawyers.

"We've also got the Accelerator Program twice a year, in the fall and spring, which is a boot camp for startups," says Pinckney. "If a student or group of students has a business idea, we will push them to move the idea forward to get to a 'go' or 'no-go' position. All ideas don't translate into viable businesses. That's an eight-week program, for no credit. Students come in after class. We start with 12 or 15 ideas, but there may be only four students left at the end. The rest are going to realize it's not what they thought it was, or it just doesn't work for them. Those four at the end, we bring them in with investors, and the panel of entrepreneurs will choose a winner and award them \$5,000 to move their idea forward."

Looking ahead to year two, Pinckney plans to draw in more UGA alumni. Through guest speakers, project funders, and sponsorships, there are a number of ways that graduates can help shape the current — and future — success of student entrepreneurs.

"Not every one of these students is going to become a successful entrepreneur. Many are going to take jobs in the corporate world — and that's all right," says Pinckney. "What we want to encourage in our students is *entrepreneurial thinking* . . . no matter where they end up. That's what's really important. It's something we hear all the time because it's something that today's companies are really looking for." 



Terry's digital marketing program goes viral

Two years ago, 17 students comprised Terry's new Digital Marketing program. Now, thanks to real world clients and a competition judged by marketplace pros, more than 200 students are enrolled in the program — and positioned to land big jobs because of it.

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

“This is the best thing we do.”

That appraisal — spoken by the irrepressible Jennifer Osbon — sounds like a clickbait headline you'd see on Facebook. And her celebratory tone might be just what you'd expected from the instructor behind Terry's highly successful digital marketing efforts.

But the truth is, Jen Osbon is just telling it like it is.

“Of all the things that I have going on, the students learn the most, they work the hardest, they network the best, and they grow the most professionally from the Digital Marketing Competition,” says Osbon (MBA '97), who, like Entrepreneurship Director Bob Pinckney,

is an example of how beneficial it can be to the college when a former Terry student returns to the classroom to teach what they've learned out in the marketplace. “It's better than an internship, better than a capstone class,” Osbon adds. “It truly is the best thing we have going.”

The Digital Marketing Competition is the centerpiece of Osbon's digital media marketing program, something that no B-School in the country does quite like Terry. Here, the coursework isn't just based on real-world problems; it actually *is* real-world problems.

Each spring, companies like Coca-Cola and hotel



Osbon (front) with Digital Marketing Competition coaches (from left): Brian Rudolph, Bill Pauls, Teresa Caro, Patricia Camden, Joe Koufman, and competition commissioner Alan Magee.

giant IHG use Osbon’s students as an ad hoc marketing firm. The client companies outline a particular problem they’re facing, such as how to attract a specific demographic or how to rebrand a facet of the company, and Terry students compete for a chance to pitch their solution.

The digital marketing program officially operates as an area of emphasis within the marketing major. Students who elect to participate in the program, which consists of three courses, receive special recognition on their official transcript.

Staged like “The Voice,” the Digital Marketing Competition pairs student groups with Atlanta marketing professionals who act as coaches. The students fine-tune their proposals through three elimination rounds, until the best team is picked to showcase its solution directly to the client’s executives. The winners not only have a shot at seeing their plans implemented, they also accompany Osbon on a trip to San Francisco to tour Silicon Valley companies like Facebook, Twitter, Google and eBay.

“If you win, you’re all set. But even if you don’t, you’ve made great contacts and you’ve been mentored by some of the best industry professionals out there,” says Osbon, who founded MegaPlayer, an Atlanta-based digital marketing consulting and education company that is a trusted partner of global brands such as Coca-Cola, Sunglass Hut, K-Swiss, Verizon, Standard Register, and Pearle Vision.

“It takes three months to do this competition,” says

Osbon. “The students come in and they want to do their best work because they want to impress their coaches, who in turn are working with the teams to help them refine their ideas and understand what the real costs of these campaigns are. Through all of this, natural relationships form between students and coaches, and that becomes a great way for students to find internships and jobs after the competition ends.”

As it turns out, digital marketing is more than pithy slogans and pretty pictures. A lot more.

“I didn’t know what I was getting into,” says Kelly Utt, a marketing major who participated in the Digital Marketing Competition last spring. “I was super excited when we found out who the client was — Coca-Cola. We had all these different ideas, but we didn’t know what the process was. So going through it with coach Teresa Caro, senior vice president of marketing for Fortiva, it just didn’t make sense to us at first. It seemed like we were doing all this extra work when we already had all these ideas. What we didn’t realize is that we had to back up those ideas. We had to have metrics behind our ideas in order to understand how our campaign would work. This whole experience has been . . . a lot of work. But it has been so rewarding. I know this is something that no other university has, so being a part of it has been amazing.”

Utt’s effort and knowledge attracted the attention of the prestigious Dallas, Texas-based marketing firm The Richards Group, where she’s interning this summer. Other students from the program have landed jobs with Newell Rubbermaid, New York ad agency RazorFish, Turner, Chick-fil-A, and the Georgia Aquarium, to name just a few.

“The reason students love this is that it’s real work,” says Osbon. “It’s not a textbook that they might have trouble getting excited about. Coca-Cola gave us a live briefing. The students were required to sign an NDA. That’s a teaching moment, too. In the real world, you don’t just write your name, you honor what your contract says.”

The Digital Marketing Competition has an outsized impact on the overall program, both from within Terry and outside. Osbon admits that the hardest part of running the competition lies with its limitations. Only so many students can participate, and they can only serve one client at a time, even as more and more Atlanta brands are lining up to work with her.

“From the companies’ perspective, they get access to all of the intellectual properties that the students create, so it’s a win-win,” Osbon says. “Not only do they

have access to these students, but they're getting very high-quality stuff. What was really cool this year was that our winning team was invited to go back to Coca-Cola and present their ideas to an even higher-level audience — the chief of sustainability officer at Coca-Cola. Can you imagine as a 22-year-old presenting to the chief of anything at Coca-Cola? I couldn't be more proud of what these students can do.”

Osbon understands the things that catch an employer's eye. Graduates leave her program minted with real credentials and a portfolio of market-place-driven work.

Take, for example, her MARK 4650 course, in which students create actual social media campaigns for Atlanta-area nonprofit organizations.

Inspired by an eye-catching project in which Osbon and other volunteers helped build 48 websites for 48 nonprofits in 48 hours last summer, her MARK 4650 course partnered with five nonprofits that received Google grants to grow their online presence.

It works like this: Every time someone searches Google, paid advertisements show up at the top of the search results. Each click-through to the advertised site has a cost for the organization or company. Google grants gives nonprofits \$10,000 a month to invest in Google AdWords, meaning that instead of paying Google, they can focus on increasing their volunteer base and expanding their brand's reach online.

“As a learning tool, it's natural for students to create plans. We do lots of planning in school,” says Osbon. “Now they get to do a plan, they get to actually invest the money, they get to see how it performs and make tweaks and changes and recommendations for the future. So they're not only helping the nonprofit, they're also getting the real-world experience of actually investing money — not just playing around with it or getting close to it or seeing how it works. They actually do it and look for actual results.”

As a result of their participation in MARK 4650,

“The reason students love this is that it's real work. It's not a textbook that they might have trouble getting excited about. Coca-Cola gave us a live briefing. The students were required to sign an NDA.” — Jennifer Osbon

students become certified in Google Analytics Individual Qualification and Google AdWords Fundamentals and another advanced AdWords test with topics ranging from search advertising, mobile advertising, or shopping advertising. The Google Analytics certification shows potential clients that a student is knowledgeable in how to use Google's tracking system for online usage. AdWords, on the other hand, is a marketing system used on Google that lets advertisers pay to show up in relevant Google searches, and certification allows recognition of an individual as an online advertiser.

Last semester, students worked with a number of nonprofits:

Warrick Dunn Charities, which helps single parents and their children; International Community School, which helps educate refugee and immigrant children; Race for the Orphans, which sponsors annual races to raise money for families looking to adopt children; Pebble Tossers Inc., which helps people find volunteer projects for youth; and the YWCA of Greater Atlanta, which focuses on empowering young girls and women through advocacy and education.

“As a junior, it's been really helpful in interviews for internships,” says Kelsey Clark, a marketing and finance major, “because I can tell them that I'm actually handling \$10,000 a month and working with an actual company or charity that is making a difference. Instead of just saying that I'm writing a class paper explaining what I would do, I can say I actually did this. These were my team's results, and this is how we helped the charity.”

The nonprofits aren't left high and dry at the end of the semester.

As the students learn how to manage grant money and implement their marketing efforts, they pass that knowledge on to the people who work at the nonprofits. Osbon is also considering adding an intern who will manage the five charities over the summer until next fall's class can take over where this spring's students left off.

Osbon wants to continue to grow the program, something that is definitely doable given the demand for her classes. Every semester, she gets emails from students begging to be admitted to her courses. In addition to her two sections of Social Media Marketing Strategy and one section of Digital Marketing Analytics, Osbon is also teaching an extra “overload” class on the subject every semester until at least spring 2017.

It's a lot of work, she says, adding, “But the demand is just thrilling!” 📖



Insightpool grew so quickly and so dramatically that the weekly “All Hands Meeting” shown here has now moved from the company’s previous headquarters at the Atlanta Tech Village to a new suite of offices at Twelve Piedmont Center.



From spark to flame

Adam Wexler (BBA '07) has a knack for creating something valuable before the marketplace knows it's needed. That's what he's done with Insightpool, a social media firm that's attracted Fortune 500 clients.

Apple founder Steve Jobs had the credo:
"I'll know it when I see it."

Whether it was an idea, a design, a product, a strategy, or a person, Jobs was seeking that intangible, hard-to-explain spark within.

Insightpool founder Adam Wexler (BBA '07) has that spark.

Insightpool began as an idea without a market, but it has quickly ascended from a startup bolstered by a handful of students to an Atlanta-based social media firm with more than 50 employees and more than 100 of the world's most successful brands as its customers.

Wexler's creation has changed the way brands use social media to build relationships by utilizing products that create actionable insights. With C-suites around the world waking up to the value of

By Matt Waldman (AB '96)

big data and big funding, Insightpool has transitioned from startup to grown-up and is now on the precipice of becoming the next big thing in mainstream digital marketing.

The company recently paired with The Home Depot and Twitter to create buzz for a contest sponsored by the home improvement giant and ESPN's College GameDay. The Home Depot used Insightpool's advanced targeting technology to identify 43 of the most influential college football fans. This precision helped Insightpool and The Home Depot reap 13.8 million potential impressions from contestants, accounting for 10.5 percent of the total potential Twitter impressions about The Home Depot and College GameDay. Factoring in the audience's extended networks, the potential impressions climb to 45.5 percent.

Wexler's ability to envision the future — and then create it — is no ordinary talent. Insightpool president and COO Chris Hackney best describes Wexler's gift with a tale about another whiz kid, David Cummings, who has accomplished extraordinary things at a young age.

Cummings sold Pardot, an Atlanta-based technology startup, to ExactTarget for \$95 million, pocketing a lot of that for himself. Hackney, who had a role in running the Duke Startup Challenge, remembers Cummings as a resourceful competitor, even as a freshman at Duke.

"When you see guys like that, you don't know how they'll be successful, but you know they're going to be successful. Well, that's what I also see in Adam Wexler."

Insightpool was born from the failure of Go Rank'em, a web platform to rank songs that Wexler spent four years developing as a marketing student at Terry, where he was also involved in the Music Business Certificate Program.



When Wexler and fellow Terry alum Adam Lewites (BBA '12) landed Holiday Inn and IHG as Insightpool clients, the floodgates opened.

"Our tagline for Go Rank'em was 'the Wikipedia for music discovery,' which might as well have been a non-profit. I came to grasp that a little too late," says Wexler, a Sandy Springs native who realized early on that he was a serial entrepreneur. And as most serial entrepreneurs learn, the only true failure is to quit trying and learning. "While marketing Go Rank'em, I saw how we could productize insights for other businesses and create a market. One-by-one, I pulled over the guys from Go Rank'em and created the prototype for Insightpool in the late summer of 2011."

Adam Lewites (BSEd '12, BBA '12) was one of Insightpool's six original employees when the company was still headquartered in Athens and trying to land its first customer. A management major who worked for the UGA basketball team, Lewites pursued a coaching career after graduation at Jacksonville University, where he realized he enjoyed running the basketball team's social media more than coaching. When he sought a career transition, Wexler convinced him to come aboard.

"Adam had a great vision for Insightpool. Most businesses were, and still are, focused on the right people to target and he was so far ahead of the market with seeing how to use insights and data to better target those people," says Lewites, who realized as a recent graduate that there was no better time to join a startup because the hands-on experience he'd gain was more advantageous to his future than the opportunities he'd have in entry-level Corporate America. "I saw how the technology that Insightpool was developing would lay the groundwork to change how marketers think and act at a corporate level."

Lewites was most impressed with Wexler's hustle. The way Wexler metted, greeted, and knew who to talk to, combined with his strategic understanding of any landscape reminded Lewites of the best aspects of college basketball recruiting. The two cash-strapped Adams often attended marketing industry conferences and leadership events with laptops in hand and earned initial meetings with key people through sheer chutzpah.

"We emailed people there that we wanted to meet with, and they would say, 'I'll meet you at your booth.' They thought we were sponsoring at the event, but we didn't even have a booth," says Lewites. But it never deterred Wexler. "He'd tell them we had a mobile booth — and we'd meet them at an empty table at the conference with laptops in hand. He didn't miss a beat."

With Wexler functioning as the ultimate opener and Lewites the seasoned closer, they made a great team and the clients followed.

"Before we knew it, we had Holiday Inn as our first

big client. We did well enough that it became all of IHG,” says Wexler, who moved the company to Atlanta because the city has the third-largest concentration of Fortune 500 companies in the country. “Next thing you know, we had UPS, The Home Depot, and Cox Communications with a product applicable to all these companies. We knocked them down one-by-one in our own backyard, doing great work for them.”

Insightpool gained investors as it increased its clientele. Among them is current CEO Devon Wijesinghe, who met Wexler in 2012 after he sold his workforce platform, e-Verifile.com. Wijesinghe was seeking investment opportunities and, like Lewites, saw the future in the data’s insights.

“Thirty billion social interactions are happening every day — but zero of them are having decisions made from them,” says Wijesinghe, who joined Insightpool in 2012 as an investor and co-founder. As the startup grew, his expertise running e-Verifile.com for 13 years made him a great fit as the company CEO, freeing Wexler to do what he does best as a thought leader and evangelist from the board of directors.

“You’d want to be marooned on an island or dropped into a desert with Adam Wexler,” says Wijesinghe. “You might not think there was civilization. But before you knew it, Adam would have met all the warlords, figured out how they interact, and what they need or want from each other.”

From 2012-14, Insightpool acquired more than 100 of the most successful brands in the world as clients and raised significant money from investors who understand the emerging values of new technology.

“One of our major investors is Peter Knight, founder and former chairman/CEO of CheckFree, who basically invented the ability for you to pay your bills online — and 88 percent of all electronic check transactions now go through their servers,” says Wijesinghe. “We’re still in a difficult environment where we’re trying to invent a market and a product, but the fact that we’re getting a strong customer base and culture surrounding the company is helpful — and a bragging right.”

Despite the challenges ahead, Insightpool is poised for bigger things.

“Adam was a visionary because he was very far ahead of the market, and we’re seeing that shift to his thinking,” says Lewites. The company has always seen itself as a much larger part of the digital marketing landscape, and corporations are beginning to see how Insightpool’s results can influence C-suite decisions. “We’re seeing CEOs of large enterprises getting more involved with



Insightpool founders sometimes need late-night distractions (from left): Wexler (BBA '07), Raj Gulati, Matt Smith, and Adam Lewites (BBA '12).

understanding the data. It used to be a constant educational phase, but we’re seeing a shift in the mentality of marketers all the way up to CMOs that’s in line with how we’ve developed our product.”

Wijesinghe says the company is at an amazing inflection point where they hit on a massive hole in the world of marketing, and their technology helps identify those insights and connects them to actions that need to be taken.

“I was at a conference where they asked how many people would be watching a TV show that week that was broadcast at a specific time. Two hands went up in a room of 500,” says Wijesinghe, who noted that the other 498 hands shot up when people were asked if they were going to watch that show on Hulu, Netflix, or some other broadcast platform. “When you think of that example, you realize that consumers are now in charge of their own destiny, and it has happened in business-to-business as well as business-to-consumer. They are now completely in charge of what they do and where they go. A brand can no longer think that it can capture consumer attention without something that is extremely relevant and timely.”

Although TV advertising is still 7-10 times larger than digital advertising budgets, Wijesinghe says \$70 billion of marketing dollars are going to waste.

If I watch a TV show for a specific amount of time, the products that are often showcased to me — hemorrhoid cream, Viagra, and women’s gym wear — don’t fit my needs. Our software has pioneered the chance to truly understand insights and characteristics around individuals and then connect them to help brands know what they should do and say. We’re still in the first inning when it comes to adopters, but we’re past the stage of the first adopters and the cool kids table.”

It appears that Wexler’s spark is about to catch fire. [fii](#)



BLANE MARBLE PHOTOGRAPHY

1

UGA President Jere Morehead thanked alumni and friends of the Terry College for “building one of the grandest business school facilities in the entire country.”

A year ago, on Gala night in Atlanta, 1,500 balloons were dropped from the ceiling of the InterContinental Buckhead hotel in celebration of the completion of Correll Hall, which marked the end of phase one of Terry’s new Business Learning Community.

But time marches on, and what a difference a year makes!

With Correll Hall now having completed its first academic year in grand style — and phase two of the Business Learning Community, including Amos Hall, beginning to take shape next door — the theme of the 2016 Alumni Awards and Gala on April 30 was “Open for Business.”

A black tie crowd of 650 applauded in unison as Dean Ben Ayers noted that when Amos Hall and phase two are completed in the summer of 2017, all of Terry’s academic departments and undergraduate operations will be located in the Business Learning Community.

The new facilities will include a capital markets lab for finance students and a recording studio for music business students, as well as project team rooms, flexible

classrooms, and a student commons.

Referring to Terry as his “home college” where he taught legal studies classes for many years, UGA President Jere Morehead said he would point to the Terry College — and to the new Business Learning Community — as perhaps the best example of the extraordinary things currently happening at the University of Georgia.

“I’d like to thank the friends and the alumni of the Terry College for joining together in building one of the grandest business school facilities in the entire country — a place that is going to educate the next generation of business leaders and ensure the future of the Terry College of Business as far as any of us can see.”

Referring to Correll Hall and the buildings that will follow in the Business Learning Community, Morehead added, “These facilities will set the standard for business education throughout this country.”

The silent auction may have been quiet, but it yielded a lot of bucks for the bang.

The biggest ticket item was just that — a pair of first-class tickets to anywhere Delta Airlines flies in the world. Winning bid: \$11,500. All told, the 2016 Gala raised approximately \$250,000 for the college, bringing the event’s 10-year total to \$2.75 million. 

By Kent Hannon

Alumni Awards and Gala



JASON THRASHER

2



JASON THRASHER

3



JASON THRASHER

4



BLANE MARABLE PHOTOGRAPHY

5



JASON THRASHER

6



JASON THRASHER

7

1. To enliven the evening, the Redcoat Band sent a trumpeter to play "Battle Hymn of the Bulldog Nation" plus a drum major and a spirited contingent of brass players.
2. This year's alumni award winners included (from left) Bill Young Jr. (BBA '78), Doug Benn (BBA '76, MAcc '82), and Mitch Reiner (BBA '05). See profiles on subsequent pages.
3. Alumni staff members (from left): Pattie Strickland, Jennifer Allen, Natalie Glenn, Christine Smith, and Emma Holman.
4. Terry students (from left): Brittany Arnold, Simy Carvalho, Katha Patel, and Ariel Waters.
5. If you attend next year's Gala on April 22, 2017, you might post the winning bid on a cool set of wheels like this one!
6. Alumni Awards and Gala co-chairs Scott Russell (BBA '88) and Tim Murphy (BBA '96).
7. When it's the Terry Gala, even Hairy Dawg gets dressed up.
8. Jere Morehead announced that a design process for phase three of the Business Learning Community is now underway.



BLANE MARABLE PHOTOGRAPHY

8

Distinguished Alumni Award

His just desserts

Doug Benn (BBA '76, MAcc '82) is executive vice president and chief financial officer for one of the nation's most innovative and successful restaurant companies. The Cheesecake Factory has been honored by *Fortune* magazine as one of the "100 Best Companies to Work For" for three consecutive years — and Doug has shared his hospitality industry expertise as a Tull School keynoter and Terry Third Thursday speaker.

But as he reflects on his 27-year career in the restaurant business, Doug admits that he had no idea things would turn out this way.

"We lived in Dover, Del., three different times when I was growing up!" says Doug. "My dad worked for the International Latex Corporation, which made Playtex a household name and later sewed and assembled space suits for the first U.S. astronauts. Because of my dad's job, it wasn't until the 10th grade, when we moved to Columbus, Ga., that my family actually put down roots.

My career in the hospitality industry?

It was totally unplanned; I just fell into it."

The same can be said for Doug's decision to attend UGA. For that he has former nextdoor neighbor and fellow Terry alum Hart Odom (MBA '82) to thank.

"Hart's entire family went to Georgia," says Doug, who remembers going over to Hart's house on a fall Saturday and seeing his father in a highly agitated state. "Why is your dad yelling at the radio?" I asked. 'Oh, it's

the Georgia game,' said Hart. 'He's just rootin' for the Dogs!'"

"One of the best things that came out of my college years was the confidence that Terry instilled in me." says Doug. "I made the Dean's List, and I had the legendary Earl Davis for taxation twice — first as an undergrad and then again in 1982 when I came back to get my master's. Dr. Davis was a former attorney and an FBI man — and he always taught his classes at 7:50 in the morning, which students hated. One day, when I got to class five minutes late and was trying to sneak into the back of the room, Dr. Davis said: 'Oh, good . . . Mr. Benn is here. Now we can begin class!'"

Doug met his future wife, the former Mickey Jones, at UGA, where she was a Phi Beta Kappa graduate in mathematics and computer science. Shortly after graduation, they got married and moved to Dallas, Texas, where Doug had taken a job with Arthur Andersen.

"One of my Arthur Andersen clients owned three restaurants," says Doug. "That was my introduction to the hospitality business."

After a 10-year stint at Arthur Andersen in both Dallas and Atlanta, Doug took a job at Rio Bravo, where the company grew from three restaurants to 25 on Doug's watch before he helped orchestrate a sale of the company to Applebee's International.

Doug also spent 10 years at RARE Hospitality, a publicly traded company where revenues quadrupled during his tenure as CFO, as the company grew from 125 restaurants to more than 300. Once again, Doug helped orchestrate the sale of his company — this time to the tune of \$1.4 billion.

"I've now been at The Cheesecake Factory for seven years," says Doug, "and this concept is a true American success story! It began in David Overton's mother's kitchen in Detroit, where she created such mouth-watering cheesecakes that she and her husband moved the family business to California."

In 1978, David Overton opened the first Cheesecake Factory restaurant in Beverly Hills, and the company has seen annual revenues multiply exponentially from \$52 million at the time of the company's IPO in 1992 to \$2.1 billion in 2015. The company owns and operates 200 restaurants in the U.S. and Puerto Rico, and has licensing agreements with partners who operate 11 more internationally. Later this year, the first Cheesecake Factory will open in China at Shanghai Disney.

"When people ask who our competitors are," says Doug, "we say everybody and nobody because there's really nobody like us."



Based in suburban Los Angeles, The Cheesecake Factory serves 90 million guests a year. What sets it apart from its competitors, says Doug, is a 250-item menu that's all made from scratch.



Doug and Mickey made a lead gift to Terry's new Business Learning Community, where the Capital Markets Lab will be named in their honor.

First and foremost, there's the elaborate Cheesecake Factory menu.

"There are 250 items and they're all made from scratch. None of our sauces, marinades, or dressings come out of a bottle," says Doug, who notes that the company posts an industry-leading \$10.6 million in average annual revenue per restaurant, serving 90 million guests.

Location is also key.

"We love shopping . . . it's a magnet for our customers," says Doug. "So 90 percent of our restaurants are located in or near malls. In this day and age, when a lot of people do their shopping electronically, we bring people to the mall. So we're also good for other merchants' business."

The Cheesecake Factory headquarters is located in suburban Los Angeles, and after some initial soul searching Doug and Mickey decided to try a bi-coastal lifestyle by renting a place in L.A. and maintaining their home in Atlanta — which is located within earshot of the music emanating from the Chastain Park band shell.

"We look upon our bi-coastal living arrangement as an adventure!" says Doug, who lives seven minutes from his office. "Mickey spends a lot of time in California, but keeping the house in Atlanta was a wise choice because our daughter Kelsey — who works for The Container Store in Buckhead — can share the Atlanta house."

The Benns' other daughter, Madeline, works for EY in New York, and the family makes it a point to do things outdoors.

"I'm a big hiker, and that is definitely one of the great things about me living in California," says Doug. "I can do six miles in the morning before work, and Mickey and I have visited all of the national parks in California — Yosemite at least 10 times."

Nominator Richard Courts IV (BBA '95) praises Doug for his service on the Alumni Board and Doug and Mickey for their membership in Terry's Pinnacle Society (see photo at left).

"Another measure of Doug's allegiance," says Courts, "is the lead gift that he and Mickey have made to Terry's Business Learning Community — where the Capital Markets Lab will be named in their honor. And Doug is such a huge Georgia Bulldog fan that he makes a habit of taking the red-eye from LAX to Atlanta to make a noon kickoff in Athens!" 🏠

— Kent Hannon

Distinguished Alumni Award

Family businessman

Bill Young Jr. (BBA '78) is a partner with the Atlanta-based General Wholesale Company, a family-owned distributor of beverage alcohol. Founded in 1945 by Bill's maternal grandfather Earl Howard — who was succeeded by Bill's late father — well-known UGA and Terry alumnus Bill Young Sr. (BBA '54) — General Wholesale is one of the most successful privately-owned businesses in Atlanta.

"The beverage alcohol industry has seen a tremendous amount of consolidation in recent years," says Bill. "At this point in time, General Wholesale is one of the largest independent family-owned beverage alcohol businesses in the U.S."

Bill and his younger brothers — Terry alumnus Howard Young (BBA '82) and youngest brother Steve Young — are equal partners in General Wholesale.

And all three grew up in the family business.

"I started when I was 14 years old, working in the warehouse and in merchandising," says Bill. "When I was 16, I made deliveries, reset store inventories, and established point of sales. What I really love about the beverage alcohol business . . . is the competitiveness of it. To excel in this hotly contested sales arena — where five or six companies are vying to be top dog where we do business in metro Atlanta and throughout the Southeast — I think you have to really enjoy the competition!"

Bill grew up in Atlanta and honed his competitive skills at Marist when it was an all-boys military school.

"I needed the discipline and Marist was also a great place for me athletically," says Bill, who excelled at both football and basketball, earning seven varsity letters in the two sports. "From my point of view, now as an adult, the best thing about Marist was that it was strictly

Alumni Awards and Gala



Bill's family has three-generational ties to the Terry College. In 2009, they were named Family of the Year by the UGA Alumni Association.

old school. I was very fortunate that there were a number of coaches and priests who really helped me academically and were instrumental in my success.”

The most important lessons came from Bill's dad, a Terry College Distinguished Alumni Award recipient in 1993, who passed away last September. Bill Young Sr. was a real titan, both on the football field and later in the business world. He played tackle for the Bulldogs in the 1950s, wreaking havoc on both the offensive and defensive lines against opponents who typically outweighed him by 50 pounds. He showed the same tenacity as an insurance agent with Adair Realty and Leide Associates. For 10 years, Bill Sr. was one of Atlanta's leading salesmen — until 1965, when his father-in-law passed away and he was suddenly called upon to run General Wholesale.

“The business made great strides under my father, who had nothing as a kid,” says Bill. “He taught us that if you have a tremendous work ethic, you can accomplish anything. My dad was also extremely generous and encouraging to his kids, which is important in a business like ours that is dominated by father-son relationships. Despite his successes in life, my dad didn't have a big ego. He believed in letting others share the stage.”

In the Spring 2012 issue of *TM*, the Youngs were featured in a special alumni section that paid tribute to 14 time-honored families with three-generational ties to the college. Joining Bill Sr., Bill Jr., and Howard in a Young family portrait was Bill Jr.'s oldest son, William III (BBA '15), who now works at General Wholesale.

Given the family's devotion to their business, it's not surprising that there is yet another “Young man” in the pipeline in the person of Bill's youngest son, Brandon, who is a management major at Terry. Brandon is also a member of the Georgia men's basketball team, having been voted the Most Inspirational Player in 2015 and achieving SEC Academic Honor Roll distinction for the past three years.

For more than 70 years, General Wholesale has profited from a consistent leadership philosophy, one that has always stayed one step ahead of the changes in an increasingly competitive marketplace.

“The beverage alcohol industry has just exploded in recent years,” says Bill, “and as new brands have emerged and gained popularity — like Ciroc Vodka and Corona beer — GWC has been fortunate to gain distribution rights to them.”

Early in his career, Bill was one of the youngest members of the Wine and Spirits Wholesalers of America, a group he would later chair at the state level. “But now, I'm one of the oldest!” says Bill, who met his wife, the former Margaret Chambers of Atlanta, when she was on a blind date with one of his best friends.

“It was a Nine O'Clocks party,” says Bill, “and though Margaret and I both graduated from Georgia and had a lot of mutual friends, we had never met until that party. We just hit it off from first sight.”

In his nomination letter, Ken Jackson (BBA '79, MAcc '80) said he doesn't know anyone more dedicated to supporting the University of Georgia than Bill Young Jr. and his family.

“The Youngs were named Family of the Year by the UGA Alumni Foundation in 2009,” said Jackson, “and you find examples of their generosity all over campus. — from the William D. Young Sr. coaches room at the Butts-Mehre Heritage Hall to an Honors Program seminar room at Moore College. The entire family has contributed to a legacy of service to the University of Georgia.

But perhaps the Young family's greatest distinction is that Bill Jr. is the only person in university history to chair the UGA Foundation twice.”

The UGA Foundation provides more than \$40 million in annual funding to the university, and Honors Program director David Williams credits Bill with playing a key role as chairman in the acquisition and opening of Delta Hall, a \$12 million residential learning community that houses the UGA in Washington program, which extends the university's mission of teaching, research, and service to our nation's capital.



In honor of Bill's service as a two-time chair of the UGA Foundation and an important supporter of the UGA in Washington program, President Jere Morehead presented him with a rendering of Delta Hall.

“Bill Young has contributed to the University of Georgia in a number of significant ways,” says President Jere Morehead. “He has long served as a trustee of the UGA Foundation, including two terms as chair, now serves on the executive committee of the Athletic Association Board of Directors, and has supported a number of important initiatives at this outstanding university. He also has been a great friend and mentor to me for many years. I want to congratulate Bill on this tremendous recognition.”

— Kent Hannon

Outstanding Young Alumni Award Conscientious investor

Mitch Reiner (BBA '05) is a partner and chief operating officer at Capital Investment Advisors, an Atlanta-based company co-founded by his father, Terry alumnus Mike Reiner (BBA '74), whose firm also has offices in Sarasota and Tampa, Fla.

If Mitch's name and face seem familiar, it's likely because he makes appearances on cable business channels to analyze the prevailing financial climate and how it affects investors. The ease by which he handles on-air commentary is a talent Mitch inherited from his father, who for years made guest appearances on a radio show hosted by Atlanta financial planner Mike Kavanagh. The lessons that Mike Reiner imparted to his son eventually led to a student investment club idea that Mitch cobbled together when he was a senior in college.

“In the beginning, we had to lure students to meetings with pizza,” says Mitch, who is reading an account of the club's early days from a copy of *The Red and Black* from January 2005. “The idea was to give students stock market experience, but in the absence of real money we had to set up a virtual portfolio on Yahoo Finance.”

Darren DeVore (BBA '86) knows the importance of students being responsible for investing real money in the stock market, owing to his experience as a member of the UGA Finance Club, where he and his classmates managed a portfolio of \$250,000 in the 1980s.

In 2006, Darren and his wife Pam made a generous lead gift to establish the Student Managed Investment Fund as we know it today. In 2015, in response to how successful the Student Managed Investment Fund had been with real-world investments over the years, the UGA Foundation invested \$750,000 in the fund as part of its long-term portfolio strategy. The foundation's investment boosted the fund's current working capital to more than \$1 million.

“Since the fund's inception, the SMIF team has matched or surpassed a number of key Wall Street benchmarks, growing the balance by an average of 8.95 percent on an annualized basis,” says Mitch, who has come full circle and is now chairman of the board of trustees for SMIF.

Born and raised in Atlanta, Mitch describes his boyhood self as an “independ-



Mitch started an investment club in college and has now come full circle, serving as board chair of Terry's highly successful Student Managed Investment Fund.

Alumni Awards and Gala

dent dude” who started his own business when he was in elementary school . . . and he hasn’t slowed down since.

“When I was 9 years old, I created a youth baseball camp in my neighborhood. I printed a bunch of flyers — and the kids who signed up were only a couple years younger than me,” says Mitch, who loves baseball and who is getting to be a pretty fair golfer. If you’re on the web searching for his CNN financial advice appearance, you may also run across a clip from the *Stadion Classic*, where Mitch made a hole-in-one on the 181-yard 13th hole at the UGA Golf Course.

Odd jobs as a kid included cutting lawns, babysitting, dog walking, and the usual fast food stints before he eventually landed his favorite teenage job at the Simonize Car Wash on Johnson Ferry Road.

“I quickly worked my way up to salesman and then part-time manager of the car wash,” says Mitch. “I’ve never been comfortable just sitting still.”

He took honors classes at Pope High School and earned enough credits to qualify for joint enrollment at Kennesaw State.

“I do numbers really well,” says Mitch,



Thanks to Mitch and his father Mike, Capital Investment Advisors has become a fixture on the annual Bulldog 100 list of fastest-growing, UGA alumni-owned businesses.

“and I remember watching CNBC when I was in high school — not always understanding what I was watching, but I was interested in the business world.”

He majored in finance at Terry, gained confidence as a Leonard Leadership Scholar, and served as treasurer and rush chairman at AEPi. Despite being a serious student devoted to the success of the investment club, he had his share of fun, too.

Example A: That perfectly situated loft at 361 Clayton Street in Athens — the one we’ve all gazed up at, wondering what it would be like to live in an apartment with wall-to-wall, party-central windows and an unobstructed view of the downtown action. Well, Mitch can tell you what it’s like because that’s where he and his college room-mates lived senior year.

Maybe he should have gone into real estate!

Both Mitch and his future wife, Jenny Menkes, worked in New York while they were in college. Jenny, a public relations major at UGA, interned at ESPN, while Mitch was at UBS Financial Services.

The couple got married on New Year’s Eve 2009 — how romantic is that! — and they now have two young children: Micah, who’s 4, and Ayla, whom diehard Dogs fan Mitch observes was born during the 2014 Georgia-Florida game.

Initially ambivalent about what to do following graduation, Mitch had a heart-to-heart talk with his dad that settled the issue.

“Going to work with my father was the defining moment in my career,” says Mitch. “My brother Matt is now a partner in the firm, and in 2015 the *Atlanta Business Chronicle* ranked Capital Investment Advisors No. 7 on its list of the Best Places to Work — Small Businesses. Once we hire someone, they never want to leave!”

The man who deserves the lion’s share of credit for the company’s climate of employee satisfaction and investment success is Mitch’s father, a former regional sales director for FleetBoston before he moved to Atlanta to become a financial advisor to small businesses. When Mike Reiner emptied his 401K in 1994 to take a flyer on his own investment firm, the Reiners were basically all-in.

“We were not a well-to-do family,” says Mitch. “My mom worked at home doing medical transcription, and my father took some significant risks to start his own business.”

Fast forward to 2016 and Capital Investment Advisors has become a fixture on the annual Bulldog 100 list of the fastest-growing UGA alumni-owned businesses.

Mitch has been an officer of Terry’s Young Alumni Board, and nominator Mike Ivey (BBA ’86) praises him for his commitment to good citizenship. Mitch is president-elect of the board for Wonder-Root, an arts-based community organization in Atlanta. He was also a member of the 2015 class of LEAD Atlanta, and an originating member of the Atlanta Hub of the Global Shapers organization.

The Reiners live in the Virginia-Highland neighborhood of Atlanta, and on weekends you can find them strolling North Highland Avenue in search of dinner, ice cream, or a water bowl for the family’s Goldendoodle, Clayton. 🐕

— Kent Hannon

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Classnotes

Who's doing what, where

Compiled by Roxanne Hohnerlein (AB '84)

1945-49

Abit Massey (*BBA '49*) of Gainesville received the UGA President's Medal in recognition of his help in improving the state and strengthening the university. Abit is president emeritus of the Georgia Poultry Federation.

1955-59

Dudley Baird Sr. (*BBA '58*) of Augusta, who played tennis for Dan Magill at UGA after transferring from UNC-Chapel Hill, is retiring from Stifel Nicolaus & Company financial advisors.

1960-64

Jim Blanchard (*BBA '63, LLB '65*) of Columbus was named a 2016 Georgia Trustee by the Georgia Historical Society and the Office of the Governor. He was also named to the Chattahoochee Valley Sports Hall of Fame. Jim is the former chairman and CEO of Synovus.

1965-69

Saxby Chambliss (*BBA '66*) received a 2016 UGA Alumni Merit Award. He served in both the U.S. House of Representatives and U.S. Senate, and has established a UGA leadership forum to increase student's exposure to domestic and international politics.

1970-74

Cecil Cheeves (*BBA '71*) of Columbus was named to the Chattahoochee Valley Sports Hall of Fame. Since age 45 when he began running 5Ks, he has completed the Ironman World Championship and represented the U.S. in the World Championships in China in 2014. **Larry Kuglar** (*MBA '71*) of Cedartown joined Century Bank of Georgia as a business development officer. Larry recently provided consulting services and expert witness services for community banks.

Richard Tucker (*BBA '72*) of Suwanee was named Gwinnett Chamber's Citizen of the Year. He has over 40 years of service with the chamber, the county, and the state. He has served on the University System of Georgia's Board of Regents since 2005 and is managing partner of Arlington Capital LLC. **Bobby Heath** (*BBA '73, MBA '79*) of Athens stepped down as president and CEO for First American; he continues to serve as vice chairman of the board of directors and a member of the executive committee. **Betsy Camp** (*BBA '74, JD '77*) was honored with a 2015 Outstanding Directors Award from the *Atlanta Business Chronicle* and the National Association of Corporate Directors Atlanta Chapter for her service on the board of Synovus Financial Corporation. **Bill Freitag** (*MBA '74*) of Flint Hill, Va., owner

of Toll Gate Farm Vineyard, was named 2016 Grower of the Year by the Virginia Vineyards Association. **Peter Shedd** (*BBA '74, JD '77*) of Athens received the UGA Faculty Blue Key Service Award. He is a University Professor Emeritus of Legal Studies and has served in numerous administrative roles with the Terry College and UGA.

1975-79

Paul Goebel (*MBA '76, PhD '80*), the James E. and Elizabeth F. Sowell Professor of Finance, is serving as the interim dean of the Jerry S. Rawls College of Business Administration at Texas Tech. **Amrey Harden** (*BBA '76*) of Watkinsville retired after 43 years from Oconee State Bank where for 22 years he had been president and CEO. **Larry Penley** (*PhD '76*), president of Penley Consulting, was appointed to the Arizona Board

of Regents by the governor. He is a former educator/administrator at Arizona State University, Thunderbird School of Global Management, Colorado State University and the California State University System. **Julius Shaw** (*BBA '76*) of Rome retired after 40 years from Shaw Industries, the largest carpet manufacturing company the world, which was founded by his father and uncle. **Cindy Posa Crotty** (*BBA '78*) joined Peoples Bank as EVP, regional president in the bank's Beachwood, Ohio office. **Martee Horne** (*BBA '78*) of Athens received a 2016 Athena Award from the Athens Area Chamber of Commerce Women in Business Council. Martee is the executive director of development and alumni relations for the Terry College. **U.S. District Judge Steve Jones** (*BBA*



Changes in your life or career? Let your fellow alums know what's new!
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terry.uga.edu/alumni/online

'78, JD '87) of Athens received a UGA Blue Key Service Award for his service and leadership in academic, community, legal and social organizations. **Kessel Stelling** (BBA '78) of Marietta is serving a one-year term as chair of the University System of Georgia Board of Regents. Kessel is chairman and CEO of Synovus. **John Addison** (AB '79), of Gainesville, former co-CEO of Primerica from 1999-2015, has published the book *Real Leadership: 9 Simple Practices for Leading and Living with Purpose*. He is the new leadership editor of *Success* magazine and is CEO of Addison Leadership Group. **John Sheppard** (BBA '79, MBA '81) of Tampa, Fla. joined SodaStream U.S. as president. **Fran Sheldon Sutton** (BBA '79) of Marietta joined Habitat for Humanity NW Metro Atlanta as assistant to the president, responsible for sponsor and community relations and marketing.

1980-84

Jay Mitchell (BBA '80) joined DCT Industrial Trust as SVP and market officer in the firm's Atlanta office. **Susan Schayer Tillery** (BBA '80, MAcc '83) of Kennesaw was named chair of AICPA's PFS Credential Committee. She is president and

co-founder of Paraklete Financial Inc. **Lillie Silver Axelrod** (BBA '81), EVP and senior client leader with the Wells Fargo Insurance office in Atlanta was named the 2016 Risk Management Alumna of the Year at the Insurance Society-Gamma Iota Sigma Banquet hosted by the Terry College's RMI program. **James Williams** (PhD '82) was named president of Mount St. Joseph University in Cincinnati, Ohio. **Margaret Neal Amos** (BBA '83) and son **Neal Amos** (BBA '14) of Columbus were finalists in the UGA Flavor of Georgia Food Product Contest for their cheese straws. Southern Straws has sales locations in 17 states. **Randy Forth** (BBA '83) of Atlanta joined Preferred Apartment Communities as EVP and chief asset management officer. **Brian Martin** (MBA '84) of Atlanta was promoted to regional manager of the Southeast and Midwest at Wells Fargo Capital Finance. **Sherrie Mills Spinks** (BBA '84) joined the Savannah International Trade & Convention Center as general manager.

1985-89

Karen Bennett (BBA '85) of Atlanta joined Cox Media Group as SVP and chief HR officer. **Mike Holmes** (BBA '86) is owner/operator of a new Peachtree City

Chick-fil-A restaurant. Mike has owned two other Chick-fil-A franchises in the city for 19 years. **Kevin McCook** (AB '86) of Atlanta joined FMI as managing director of business products. **Don Norsworthy** (AB '87) is SVP, CFO and treasurer of StarTek in Greenwood Village, Colo. He previously led the restructure of Accent Marketing Services before its acquisition by StarTek. **Brett Lauter** (BBA '88) was appointed VP of e-commerce for Dearborn-based Carhartt. **Cindy Parker Robinett** (BBA '89) of Savannah was recognized in *Insurance Business America* magazine's Elite Women in Insurance. She is managing director of Seacrest Partners. **Melaney Smith** (BBA '89) of Athens was a 2015 L'Oreal Woman of Worth honoree for founding Books for Keeps, a program that gives books to children in need.

1990-94

Andrew Dewitt (BBA '90) of Savannah is a co-founder of a new commercial construction firm, Dewitt Tilton Group. A certified appraiser in Ga. and S.C., Andrew is also president of Dewitt, Cook & Associates. **Lawton Bassett III** (BBA '91) of Tifton was promoted to Ameris Bank and Ameris

Bancorp as EVP, chief banking officer for Georgia and Alabama. **Julie Griffin Cleveland** (BBA '91) of Los Angeles, Calif., joined FilmTrack as VP of product management. **Drew Meadows** (BBA '91) of Roswell joined CBIZ Insurance Services Inc. as EVP and partner. **Roger Shannon** (MBA '92) joined ADTRAN Inc. headquartered in Huntsville, Ala., as SVP and CFO. **Alisa Pittman Cleek** (BBA '93) of Marietta joined the Employment and Labor Relations team of Taylor English Duma LLP. **Jon Bell** (BBA '94) of Greensboro, N.C., was promoted to CEO for Bell Partners Inc. **Wendy Brennen** (BBA '94) is the consumer health and public relations director for the Apple Association in its Washington D.C. suburb headquarters. **Rhodes McLanahan II** (BBA '94) of Athens was promoted to president and CEO for First American. **Kristy Bryant Yule** (BBA '94) joined LStar Management headquartered in Raleigh, N.C., as VP of strategic marketing.

1995-99

Chris Cummiskey (BBA '96), EVP of external affairs at Georgia Power, is co-chair of the 2015-2016 Woodruff Arts Center Corporate Campaign. In the spring 2016 issue

of *TM*, his name was inadvertently misspelled in the list of Terry grads who have made the UGA Alumni Association's "40 Under 40" list over the years. **Bob Bethel** (BBA '97) of Dalton was promoted to director of business development for education and healthcare for J+J Flooring Group. **Amy Schultz Rodbell** (BBA '97) of Atlanta is the founder and creative director of Swell Caroline, a jewelry and monogram accessories brand found in over 200 independent retail boutiques. **Nate Stibbs** (BBA '98) of Atlanta was promoted to EVP and chief strategy officer for Triad Advisor Inc. **Jon Howell** (BBA '99) of Atlanta is founder and president of a new lobbying firm, Impact Public Affairs. Jon is currently in the Terry College's Executive MBA program.

2000-04

Alan Goldman (BBA '00) joined eXp Realty International Corporation as CFO. **Brandon Patton** (BBA '00) joined the UGA Development & Alumni Relations Division as the associate director for prospect management. **Dan Aldridge III** (BBA '01, MAcc '01) joined CF Industries Holdings Inc. as director of investor relations. **Nick Fournaris** (BBA

'01) of Atlanta joined AIM Systems, Inc. as national sales director. **Paul Pontius** (MBA '01) joined the Mechanicsburg office of JLL Philadelphia as EVP of industrial services. **Wes Scott** (BBA '01) of Atlanta joined Alostar to provide ongoing account management and closing new client relationships. **Banu Yilmaz** (BBA '01) of New York City, was appointed advertising director for Global Traveler for print and digital media advertising of the luxury consumer goods market for U.S. territories and the Middle East. **Meghan Walker Campbell** (BBA '02) of Tifton received the J. Lamar Branch award from the Tifton-Tift County Chamber of Commerce. Meghan is the marketing director for South Georgia Banking Company. **Jarrold Floyd** (BBA '02) of Rome joined Heritage First Bank as VP in the business development unit. **Tim McNary** (BBA '02) of Nashville, Tenn., has released his third EP entitled *Above the Trees*. **Matthew Patterson** (BBA '02) of Johns Creek joined EMJ Corporation as an industrial sector national account executive. **Jon Powell** (BS '02, BBA '05) of Marietta was the third trimester Peak Award winner at Moore Colson accounting firm. Jon is the senior

manager for the risk advisory & compliance services practice. **Ashley Thiem** (BBA '02) was selected by the National Academy of Public Accounting Professionals as one of the 2015 "Top 10 Public Accounting Professional Rising Stars" in S.C. Ashley is co-president of Thiem & McCutcheon, CPAs, PA in Charleston. **Tyson Webber** (MBA '02, MEd '03) was promoted to president at GMR Marketing in New Berlin, Wis. **Rutledge Wood** (BBA '02) of Atlanta is an NBC Sports specialty motor sports reporter and NASCAR analyst. He is also a co-host of the American TV version of "Top Gear." **Kishore Ganji** (MBA '03) of Marlboro, N.J., has founded two companies: Astir It Solutions Inc. with employees in New Jersey and Calif.; and Zip.in, an online grocery firm operating in India. **Brian Hawver** (BBA '03) of Athens joined burton +BURTON as executive sales manager. **Wes Jones** (BBA '03) is co-founder/CEO of Honeysuckle Gelato, which opened its first retail store in Ponce City Market in 2015. A portion of store proceeds goes to the Atlanta Community Food Bank. **Greg King** (MBA '04) of Suwanee was named president of The Harris Waste Management Group Inc. **Mac**

McKnight (BBA '03) joined Athens First Bank & Trust as SVP and commercial real estate lender in the Community Banking Division. **Allison Chesnutt** (BBA '04) joined First American Bank & Trust as assistant VP and treasury management officer. **Jesse Miller** (BBA '04) joined First Security Insurance of Hickory, N.C. as an agent. **Rich Pankow** (MBA '04), CFO of Goodall Homes in Nashville, Tenn., was honored with *Professional Builder* magazine's 40 under 40 award. **Jeffrey Sinyard** (BBA '04) of Albany was named to the Leadership Georgia Class of 2016. Jeffrey is VP of Adams Exterminators Inc.

2005-09

Jason Aldridge (MBA '05) of Dallas, Texas, joined National Equity Fund Inc. as VP of originations. **Evan Elder** (BBA '05) was promoted to branch manager of the Watkinsville branch of Athens First Bank & Trust. **Russell Gorman** (BBA '05) joined Atlanta-based Ironwood Insurance Services as a commercial lines account executive. **David Holcombe** (BBA '05) of Atlanta joined Crossman and Company as senior associate on the leasing team. **Adam McMullan** (MBA '05) of Raleigh, N.C., joined Voalte,

a healthcare communication technology company, as chairman and CEO. **Capt. Chad Burke** (MBA '06) earned the rank of United States Special Operations Command Deputy Director of Logistics (J4) and is charged with delivering operational logistics support to special operations forces worldwide. He is a submarine supply warfare officer, naval aviation supply officer and surface warfare supply corps officer. **Enya He** (PhD '06) is regional director of Lloyd's newly-established South Central U.S. region and is based in Dallas, Texas. **Patrick Hudson** (BBA '06) was promoted to sales manager for Aluminum Bahrain B.S.C. (Alba) for its regional sales office in the U.S. – Alba Americas. He is based in Atlanta. **Clayton Huffman** (BBA '06, MAcc '07) of Atlanta was appointed by the governor to the State Board of Accountancy. Clayton is a manager for Frazier & Deeter LLC. **Andrew Kintz** (MBA '06) of Nashville, Tenn., retired from SunTrust Bank as managing director of the sports and entertainment teams in the bank's music division. **Kevin Kisner** (BBA '06), pro golfer, shot 77 in his 2016 Masters Tournament debut in Augusta. **Molly Howell Mackenzie**

(BBA '06) joined Birmingham, Ala.-based Bayer Properties as COO. **Ryan Sewell** (BBA '06) joined the Savannah office of Seacrest Partners Inc. as client executive in the firm's property-casualty insurance practice. **Zachary Kramer** (BBA '07) joined Selective Insurance Company of America as assistant VP, actuarial receiving. **Marcus McBride** (BBA '07) of Pooler joined Queensborough National Bank & Trust as a commercial banker at the Rincon location. **Nathan Estes** (BBA '08) married Heather Song Tate. They live in Chicago, where Nathan is an associate at Prudential Mortgage Capital. **Adam Nubern** (BBA '09) and wife Lindsey Desmarias Nubern (ABJ '09) call themselves "digital nomads," traveling the world with a mission of breaking stereotypes by helping people see their similarities rather than differences to help eradicate bullies. **Nick McDearis** (BBA '08) of Atlanta joined Alostar as a business development officer. **Bianca Rush** (BBA '08) is a co-founder of Ladies Who Brunch in Atlanta for female entrepreneurs. They recently held the first annual Ladies of Business Conference in Atlanta. **Jeff Snyder** (BBA '08) married Anne Pirkle.

They live in Nashville, Tenn., where Jeff is VP of strategy at Clariture Health.

Julianne Tamplin (BBA '08) of Atlanta married Mill Graves. She is a VP with J. Smith Lanier & Co.

Bradford Gilliam (BBA '09) of Grayson was promoted to senior estimator in the Georgia landscape construction branch of Ruppert Landscape. **David Osborne** (MBA '09) of Atlanta joined

Virgin Pulse in the newly created position of president and COO. **Blake Underwood** (BBA '09) of Atlanta joined Dilweg Companies as regional director of acquisitions. **Brad Valentine** (BBA '09, JD '12) of Athens joined Johnson Marlowe LLP as an associate. A commercial litigator, Brad previously practiced in Atlanta.

Amanda Dalton Wilbanks (BBA '09), the founder of Southern Baked Pie Co. in Gainesville, is opening a second location in Buckhead. Her caramel pecan pie won the 2016 UGA Flavor of Georgia Food Product Contest grand prize and first place in the confectations category.

2010-14

Adolfo Correa (MBA '10) was appointed director and principal investigator of the Jackson Heart Study following a national search by the University of

Mississippi Medical Center, where he is interim director and professor in the UMMC departments of medicine and pediatrics. **Stephen McKenzie** (BBA '10) joined EPIC

Insurance Brokers & Consultants as benefits consultant in the firm's employee benefits consulting team in Atlanta. **Kate Peterson** (BBA '10) married Madison Beaver. They reside in Houston, Texas where Kate is a senior underwriter at Liberty Mutual Insurance.

Brad Velie (MBA '10) of Jacksonville, Fla., is managing director of the Healthcare Advisory Group with LCG Advisors when Conscientia Analytics, where Brad was formerly CEO, merged with LCG. **John King** (BBA '11), Black River recording artist in Nashville, Tenn., co-wrote the No. 1 song, "We Went" on the country airplay charts by Randy Houser. The lead single on the album "Fired Up" is John's first No. 1 as a writer. **Jake Lanier** (BBA '11) of Nashville, Tenn., joined New West Records as manager of media relations.

Neil Meredith (PhD '11) of Amarillo, Texas was named the Hassan and Jill Dana Professor of Business. He is an economics professor at West Texas A&M. **Carrie Wheeler Stocks**

Profile

Women's time is now

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

What do you do when you're a woman in a competitive, male-dominated industry? If you're Kasey Gartner (BBA '03), you blaze a trail to the top — and stay there.

Gartner, a financial planner with Northwestern Mutual, shared her keys to success with students as part of the Terry Women's Initiative. A standout student while at Terry, Gartner has been named a NAIFA Top Advisor Under 40, a Top Female Advisor, and she earned the Northwestern Mutual Commitment to Excellence Award.

Throughout a career marked by dedication to education, Gartner has gone after her personal goals. Those include being the first associate at her firm to get a Series Seven license, earning an MBA in two years of night school, and getting her CFP and ChFC.

At each turn, she fought against pressure to do things the old-fashioned way.

"There's a lot going on in my life. I'm married, I have a child, and I own my own business," she said. "When I sit across from a client, they'll tell me, 'You really love what you do.' And I do, but you're probably not going to love the first place you go. That's OK."

She advised female students to understand that differences make them valuable in the job market.

"Don't think of it like Affirmative Action. Our marketplace is not a bunch of white men anymore. It's just not. So our businesses need to reflect how the marketplace looks now. Being a woman doesn't preclude you from getting jobs the way it once did."

But that doesn't mean the playing field is even.

"Women are not taught the power of networking and making connections until they need them, and by that point it's too late," she said. "Men? They're 5-years-old out on that little league field and they're networking and making connections. That's something that I wish I had an awareness of when I was in high school and college."

Gartner's job is to help people reach financial goals. For her, that means being genuine and caring about her work and her clients.

"There are a lot of people who do what I do. There's going to be a lot of people who do what you will do. Why are they going to hire you? It's because they know you care. I have all these letters after my name, but people don't care how much I know. They care how much I care." ❏



Gartner (BBA '03) is an Atlanta financial planner with Northwestern Mutual.

Profile

‘Shark Tank’ do-gooders

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

“**Shark Tank**” is must-see TV for aspiring entrepreneurs, and when brothers Jonathan (BBA '07) and Alex Torrey (BBA '09) sat down to watch the show at an Athens bar in November 2015 with a crowd of family and friends in attendance, they felt like reality TV stars.

“‘Shark Tank’ was definitely the hardest pitch we’ve ever had to do,” says Alex, who has partnered with Jonathan to create an Athens-based clothing business, umano, whose unique line of men’s and women’s shirts — adorned with art work done by children — is sold in Bloomingdale’s stores and on the Bloomingdale’s web site. “When you’re an entrepreneur, you’ve pitched your company before. It’s second nature. What you don’t see every day are the 13 cameras



(from left) Alex and Jonathan Torrey see art as a way of empowering children who live in poverty.

that were pointed at us on ‘Shark Tank!’”

With the outcome of the brothers’ sales pitch a secret until the show actually aired, the bar erupted in cheers when “Shark Tank” entrepreneurs Mark Cuban and Lori Greiner agreed to invest \$150,000 in return for a 20 percent share in umano.

The additional funding enabled the brothers to create an e-commerce site

that made it possible for them to go direct to consumers. That has improved umano’s bottom line and made the pro bono side of the company more successful than ever.

Every time a consumer buys a umano product, the Torreys give a backpack filled with art supplies to a deserving child.

“It took us three years to give away 10,000 backpacks,” says Alex. “But in 2015 alone, we gave away more than 10,000.”

The Torreys credit their education-focused mission to their parents, both teachers. Supporting art education is especially important, they believe, because it’s often among the first-cut programs in budget-conscious public schools.

“It’s not about learning to draw, but about learning to see,” says Alex. “Art teaches kids creative problem solving and a lot of powerful things for kids’ development. For us, this is a chance to really have an impact. There are 20 million kids in this country who live in poverty. Our goal is to be able to give out 10 million backpacks by 2020 so that we can help empower at least half of those kids.”

(BBA '11, MAcc '12) participated in the Mohawk Presents Calhoun’s Dancing with the Stars 2016.

Carrie is a senior accountant with Mohawk Industries.

Bogdan Constantin (BBA '12) is the co-founder and chief marketing officer of the Atlanta-based online tuxedo rental company Menguin.

A portion of each tux rental aids endangered penguins in Patagonia. **Michelle Blue** (BBA '13) of Lithonia co-founded Bene Scarves in 2013, inspired by and created to help educate girls in Ghana. The company was recently recognized by Mashable as one of “11 Black-Owned Businesses That Are Changing the World.”

Jimmy Hunt (MBA '13) of Suwanee joined Watts Water Technologies as business development manager for Blücher Products. **Bradley Pollard** (BBA '13) of Rome joined Synovus Securities Inc. as a financial consultant.

Mandy Yau (BBA '13) of Brookhaven was promoted to senior associate in the tax practice at Moore Colson. **Neal Amos** (BBA '14) and mother **Margaret Neal Amos** (BBA '83) of Columbus were finalists in the UGA Flavor of Georgia Food Product Contest for their cheese straws. Southern Straws has sales locations in 17 states. **Shelby Hague**

(BBA '14) joined Hancock Askew & Co. LLP of Savannah as bookkeeper. **Paul Plaia III** (MBA '14) of Atlanta joined MemberClicks as EVP of sales and business development. **Tom Satterly** (MBA '14) joined Colorado State University as associate VP for facilities management.

2015-

Benjamin Bowers (BBA '15, MAcc '15) earned the Elijah Watt Sells Award for extraordinary performance on the CPA exam. Benjamin is employed with Bennett Thrasher LLP in Atlanta. **Nicole Crescenzi** (BBA '15) joined Hancock Askew & Co. LLP in Savannah. **Daniel McBrayer** (MBA '15) and **Marshall Mosher** (AB '15, BS '15, BS '15, MPA '15) were finalists in the 11th annual Biz Launch Competition in Atlanta with their Athens startup Vestigo that connects customers with local outdoor experts for affordable micro adventures. **Cody Partin** (MBA '15) of Atlanta was promoted to VP of real estate and corporate services for Cox Enterprises where he was instrumental in two expansions of the company’s corporate campus. **Sam Sharpe** (BBA '15) of Richmond, Va., joined Rutherford as a risk management account technician.

Passings

1930s

Willa Stuckey Birchmore (BSC '39, BSED '59, MED '63, EDS '74), Athens, Dec. 20. **Dorothy Williams Guess** (BSC '39), Stone Mtn, Oct. 05.

1940s

Dr. William Dixon (BBA '42), Columbus, Ohio, Nov. 05. **Gayle Johnson Wachtel** (BBA '42), Athens, Nov. 15. **C. J. Oakes** (BSA '43, BBA '49), Doerun, March 29. **Lenton Fausett Wiseman** (BBA '43), Adel, Nov. 10. **Edward Parker** (BBA '45), St Simons Is, Sept. 17. **Erud McKinley Hastings** (BBA '47), Gainesville, Feb. 11. **Jack King Sr.** (BBA '48), Atlanta, March 05. **Ltc. Benjamin Lumpkin Jr.** (BBA '48), Watkinsville, Dec. 13. **Henry Lyle** (BBA '48), Tallahassee, Fla., Sept. 27. **Kathryn Thompson McKenzie** (BBA '48), Atlanta, April 12. **Louis Rozier** (BBA '48, JD '50), Sparta, Dec. 11. **James Salmon Sr.** (BBA '48), Armuchee, Sept. 04. **Frank DeLoach Jr.** (BBA '49, MA '56), St Simons Is, Oct. 03. **Kerfoot D. Griner** (BBA '49), Tallahassee, Fla., Oct. 01. **Barney Hendricks Jr.** (BBA '49), Cochran, March 29. **John Moss Jr.** (BBA '49), Augusta, March 09. **Leonard Powell Jr.** (BBA '49), Lakeland, Fla., Jan. 17. **F. Robert Spivey Jr.** (BBA '49), Atlanta, Nov. 11.

1950s

Edwin Fendig Jr. (BBA '50), St Simons Is, Dec. 12. **Elaine Elmore Herlovich** (BBA '50), Fitzgerald, April 10. **Ben Jernigan** (BBA '50), Sweetwater, Tenn., Jan. 17. **Col. William T. Lanham** (BBA '50), Mt Pleasant, S.C., Jan. 14. **George Smith** (BBA '50), Crawford, Oct. 21. **Don Basinger** (BBA '51), Athens, Feb. 18. **Pearson Cannon** (BBA '51), Brentwood, Tenn., March 25. **Jesse Hobby Jr.** (BBA '51), Warner Robins, Sept. 30. **Lt. Col. James Hogg** (BBA '51), Atlanta, Sept. 26. **Bryan Pennell Jr.** (BBA '51), Kennesaw, March 13. **Edwin Turlington** (BBA '51), Atlanta, Sept. 17. **Fred Cox Sr.** (BBA '52), Atlanta, Jan. 21. **Harold Kelly Sr.** (BBA '52), Greenville, S.C., March 08. **Virgil Mashburn Jr.** (BBA '52), Seminole, Fla., March 26. **Joe Neel III** (BBA '52), Macon, March 15. **Ltc. James Poulnot** (BBA '52), Dothan, Ala., Sept. 26. **Lawrence Porcari** (BBA '52, JD '55), Yonkers, N.Y., Jan. 16. **Joseph Rachael** (BBA '52), State College, Pa., Dec. 29. **Don Reynolds Sr.** (BBA '52), Augusta, March 24. **Warner Bonner Jr.** (BBA '53), Atlanta, Jan. 18. **Gerald Cleveland** (BBA '53, MBA '57), Hartwell, Jan. 24. **John W. Winn** (BBA '53), Fernandina,

Fla., March 10. **Lloyd Wyatt** (BBA '53), Greensboro, Oct. 03. **Judge Walter McMillan Jr.** (BBA '54), Sandersville, Jan. 17. **Shirley Gullledge Richardson** (BBA '54), Statesboro, Oct. 05. **William Young Sr.** (BBA '54), Atlanta, Sept. 29. **Harry Cashin Jr.** (BBA '55, LLB '59), Atlanta, Dec. 03. **Joel Coley Jr.** (BBA '55), San Jose, Costa Rica, Nov. 22. **William Little** (BBA '55), Carnesville, Oct. 17. **Burrell Taylor** (MBA '55), Commerce, Oct. 22. **Alexander Willis** (BBA '55), Hardeeville, S.C., April 22. **George Cornett Jr.** (BBA '56), Gainesville, Nov. 25. **William Haley** (BBA '56), St Helena Is, S.C., April 19. **Frank Lawson** (BBA '56), Athens, Feb. 18. **Dr. Barry Rosenberg** (BBA '56), Washington DC, Jan. 17. **Burnett Bing Jr.** (BBA '57), Jacksonville, Fla., Sept. 30. **Edmund Curlee Jr.** (BBA '57), Savannah, Sept. 16. **Thomas Tillman Jr.** (BBA '57), Athens, Jan. 17. **George Bernstein** (BBA '58), Morristown, N.J., Jan. 27. **James Coker** (BBA '58), Brandon, Fla., Sept. 23. **Elmo Harrell** (BBA '58), Newnan, Jan. 29. **Bill Stokes** (BBA '58), Ellijay, Feb. 15. **Morris Campbell Jr.** (BBA '59), Fitzgerald, Jan. 16. **Sidney Fleming III** (BBA '59), Savannah, March 07. **David Houk** (BBA '59), Atlanta, Feb. 25. **Lee Lancaster** (BBA '59), Dalton, March 06. **Joseph Mosley** (BBA '59), Woodstock, Sept. 24.

1960s

Henry Butts Sr. (BBA '60), Cochran, Oct. 07. **William Ellis Sr.** (BBA '60), Jasper, Jan. 03. **Rev. Edward Lacey Jr.** (BBA '60), Ellijay, Nov. 21. **Richard Long** (BBA '60), Savannah, Feb. 17. **Gus Wood III** (BBA '60, LLB '61), Newnan, April 03. **Charles Ambrose** (BBA '61), Lyons, Nov. 23. **Remer Daniel** (BBA '61), Macon, Jan. 16. **Edna Stavall Dargan** (BBA '61), Athens, Nov. 11. **Melvin Stripling** (BBA '61), Knoxville, Tenn., Nov. 24. **James Francis Jr.** (BBA '62), Sandersville, Nov. 06. **Linton Eberhardt III** (BBA '63, MBA '64), Spartanburg, S.C., Feb. 27. **Donnie B. Fogle** (BSF '63, MBA '67), Lilburn, Nov. 08. **Michael Ishie** (BBA '63), Nashville, Tenn., Jan. 27. **James Jordan Jr.** (BBA '63), Reidsville, Dec. 21. **Gene Shepard** (BBA '63), Watkinsville, Feb. 05. **Henry Bishop II** (BBA '64), St Simons Is, March 28. **Mack Blanchard** (MBA '64), Columbia, S.C., Feb. 18. **Charles Hill** (BBA '64), Conyers, Jan. 03. **Wayne Kirk** (BBA '64), Carrollton, Feb. 18. **James Todd Sr.** (BBA '64), Decatur, Feb. 03. **Lottie Jardine Woodward** (BBA '64), Hilton Head, S.C., Feb. 20.

Thomas Malone (BBA '65), Stone Mtn, March 17. **Max Owen** (BBA '65), Alapaha, Feb. 01. **Bob Parker** (BBA '65), Murfreesboro, Tenn., Feb. 13. **Bobby Dean** (BBA '66, MAcc '67), Byron, Dec. 06. **Gary Gallagher** (BBA '66), Bluffton, S.C., Feb. 20. **Robert MacInnes** (BBA '66), Charlotte, N.C., April 23. **James Ware Jr.** (BBA '66, MA '67), Atlanta, Dec. 23. **James Harp** (BBA '67), Southern Pines, N.C., Sept. 02. **David Maddox** (BBA '67), Summerville, S.C., Oct. 21. **William Thomas** (BBA '67), Dublin, April 07. **Harold K. Wilson** (BBA '67), Boiling Springs, S.C., Nov. 28. **James Lester** (BBA '68), Rockmart, Feb. 03. **William Massee** (BBA '68), Marshallville, Feb. 09. **Travis Vinson** (BBA '68), Houston, Texas, Sept. 11. **Jon Alford** (BBA '69), Buford, Dec. 18. **Ltc. Jack Byrd** (MBA '69), Anderson, S.C., Feb. 23. **Horace Davis Jr.** (BBA '56, MAcc '69), Athens, Sept. 27. **Newell Edenfield Jr.** (BBA '69), Lawrenceville, March 03. **Mike Legg** (BBA '69), Milledgeville, Feb. 11. **Donald Miller** (BBA '69), Jackson Spgs, N.C., Nov. 28. **James Philips Jr.** (BBA '69), Highlands, N.C., Dec. 08. **Thomas Pickens** (BBA '69), Rossville, Jan. 10. **Steven Schoenberner** (BBA '69), Roopville, Jan. 05.

1970s

Bruce Diers Jr. (BBA '70, MBA '74), Marietta, Feb. 05. **Allen Hamilton** (BBA '70), Columbus, Jan. 18. **William Johnson Jr.** (BBA '70), Cumming, Sept. 27. **Robert Moody** (BBA '70), Hazlehurst, Nov. 24. **Charles Rice** (BBA '70, JD '73), Homerville, Sept. 10. **John Chastain** (BBA '71), Fairview, N.C., Dec. 27. **Charles Evans** (BBA '71), Jonesboro, Jan. 29. **Michael D. Waggaman** (BBA '71), Mancos, Colo., Dec. 30. **Phillip Corbett III** (BBA '72), North Augusta, S.C., Sept. 08. **John Smith Jr.** (BBA '72), Mountain Brook, Ala., Jan. 12. **Wendell Wood Jr.** (BBA '72), Macon, Nov. 13. **Donald Conner** (BBA '73), Stone Mtn, Oct. 17. **Lewis Hook Jr.** (BBA '73), Aiken, S.C., April 16. **Ronald Wood** (BBA '73), Atlanta, March 30. **Charles Conner** (BBA '74), Atlanta, Sept. 22. **William Glisson Jr.** (BBA '74), Waynesboro, Sept. 08. **Thomas Melo** (BBA '74), Houston, Texas, Dec. 07. **John Morgan** (BBA '74), Harriman, Tenn., Jan. 26. **James Davis Sr.** (BBA '75), Roswell, April 11. **Frank Jordan Sr.** (BBA '75), Eastman, Sept. 18. **Dr. Marshall Reavis III**, (PhD '75), Lake Bluff, Ill, Dec. 23. **Matthew Reid Jr.** (BBA '75, MBA '76), Plainfield, Ind., Jan. 22. **Patricia Rogers Waring** (BBA

'75), Fort Worth, Texas, Oct. 07. **Jack Barton** (BBA '76), Hartwell, March 21. **Jimmy Beacham Jr.** (BBA '76), Marietta, Jan. 09. **Marvin Canada Jr.** (BBA '76), Merritt Is, Fla., Sept. 24. **Jonathan Carswell** (BBA '76), New Market, Md., Oct. 15. **Steven Harris** (BBA '76), Atlanta, April 08. **Herbert Mabry** (BBA '76), Marietta, Oct. 16. **Delford Parker** (BBA '76), Lagrange, Feb. 16. **Lawrence Butler** (BBA '77), Cashiers, N.C., Dec. 17. **David Hancock** (BBA '77, MBA '79), Winterville, Dec. 09. **Ronald Johnson** (BBA '77), Monroe, Oct. 31. **Max Watson Jr.** (BBA '77), Gainesville, Feb. 09. **Dr. C. Lanier Randall III** (BBA '78, MAcc '79), Tulsa, Okla., Feb. 27. **Rickie O'Kelley** (BBA '79), Monroe, Dec. 04.

1980s

Richard Harrelson (BBA '80), Alexandria, Va., Sept. 16. **James Hays** (BBA '80), Pelham, Sept. 02. **Mark Porter** (BBA '80), Columbus, Nov. 18. **Gregg Kantak** (MA '81), Atlanta, Oct. 21. **Scott Wehunt**, (AB '81), Decatur, March 06. **John Bell** (BBA '84), Statham, Jan. 15. **Stephen Jones** (BBA '84), Nicholson, Sept. 01. **George Sowell** (BBA '84), Houston, Texas, Oct. 28. **Wesley Wright** (BBA '84), Atlanta, Jan. 16. **Douglas Carney** (BBA '85), Summerville, S.C., Oct. 06. **Dorothy Blackston Cetti** (BBA '85), Savannah, Nov. 18. **Latonya Calhoun** (BBA '86), Houston, Texas, Jan. 23. **Tod Cowart** (BBA '86), Warner Robins, Dec. 20. **Joseph Hall** (BBA '86), Statham, Jan. 31. **Isaac Knight III** (MA '86), Smyrna, April 22. **Michael Weigle** (MAcc '86), Brookhaven, Sept. 20. **Kay Kimbrell Garner** (BBA '88), Atlanta, Oct. 18.

1990s

Richard Coward (BBA '91, MBA '04), Lawrenceville, Jan. 20. **Anthony Esposito** (BBA '98, MBA '14), Athens, Nov. 28. **Kevin Garrison** (BBA '99), Athens, Feb. 19.

2000s

Gregory Kotler IV (BBA '00), Colbert, Feb. 18. **Gregory Chambers** (BBA '05), Orlando, Fla., Oct. 13. **Michael Schaaf** (AB '06, BBA '06), Decatur, April 08.

Former Faculty

John B. Barrack, J.M. Tull School of Accounting, Nov. 13.

Students

Halle Grace Scott, Dunwoody, April 27.

The Smart Choice

continued from 31

for two years, I understand the mentality and the day-to-day work ethic that so many people put into running a successful football program. I'm glad I enjoyed going to games as a student because it's not as much fun now. It's a business . . . and it's stressful. It's our livelihood. And now, more than before, Kirby has a lot of people depending on him for their jobs.

TM: *What did your Day-Timer look like today?*

MARY BETH: It's a lot fuller than it used to be — and it has color-coded pages. That's how I took notes at Terry. That's how I remember things.

TM: *How are things at the condo? Is it any quieter there than out here in public?*

MARY BETH: No, it's loud there too because we have three young children! But the thing I'm very proud of is that our kids don't realize what a big deal this is. They're very grounded. They treat their dad like any dad with a regular job gets treated. Because of the job he has, he misses things — but when he's home, he's really present. If he's around on a Saturday morning, I'm going to go running. He used to take the kids to get Krispy Kreme donuts. His schedule is so irregular now, but he thinks about — and plans — literally everything. If he needs to make an hour's worth of recruiting calls in the evening, he asks me when the best time would be to do that.

TM: *Was this Kirby's dream job?*

MARY BETH: Oh, absolutely. He wanted to be a head coach, and there aren't that many dream jobs out there. We loved Tuscaloosa, we made lifelong friends there, and all three of our children were born there. The University of Alabama made it hard for us to leave. They paid him so well, and we had a great house. The truth is, we could be pretty normal in Tuscaloosa. But Kirby was waiting on a job that was worth taking . . . somewhere he could win. This is it! And it's so great to be home!

•

In the afterglow of 93K Day, Kirby hit the speaking circuit, drawing the kind of adoring crowds normally associated with someone who is running for public office — which, in a way, he is.

On the Tuesday after the spring game, he and Mary Beth were the guests of UGA President (and Kirby's

former Terry College professor) Jere Morehead on the university's plane.

Destination: Dallas, Texas.

Occasion: UGA in Dallas Day, a private fundraiser for an ever-widening enclave of Bulldog faithful who live in Big D — their numbers growing, in large part, because of former Highland Park resident Matthew Stafford (BBA '03), who starred at Georgia and was the first pick in the 2009 NFL draft.

"Perhaps the greatest thing that has happened at the University of Georgia in the past couple of months is bringing Kirby home," Morehead told the Dallas crowd, as reported by Seth Emerson on dawgnation.com. "Ninety-three thousand is just the beginning of a tremendous new era."

When it was Kirby's turn to speak, he induced laughter from the audience by acknowledging that he's not the tallest person in his household:

"Mary Beth did wear her heels tonight, so she's got me by about three inches . . . I hate it when she does that!"

He also referenced the importance of his Terry College education — one course and one professor in particular.

"When I was in college, I never knew that when I was in Professor Morehead's class that every night I studied was critical to my success in the future!"

But he was also serious at times, even with regard to 93K Day.

The danger, Kirby said, is that both you and your players can get caught up in the moment.

"What I'm noticing, as I go through each kid, is enthusiasm — the reaction to what happened Saturday," Kirby told the Dallas crowd. "It's overwhelming to them because they didn't realize the support they actually have. I think as coaches we have to do a tough job of selling [the message], 'So what . . . now what?'"

Before he and Mary Beth headed to the airport, Kirby reminded his audience that the 2016 season opener against North Carolina in the Georgia Dome looms large as a precursor of how good his first team at Georgia can be.

As a parting shot, he left them with a line from Jerry Reed's "Eastbound and Down," which was the theme song from "Smokey and the Bandit":

"We've got a long way to go and a short time to get there!"

True enough, Kirby. The task is, after all, a formidable one. But given how far you've come — in such a short time — we're betting you'll get there. 

The Terry Donor Profile

Encouraging entrepreneurs

By Susan Percy (ABJ '66)

From David and Kim Mason Hanna's perspective, the world is getting a lot more entrepreneurial — and they want to help it along. To that end, these two 1986 finance graduates have made a generous gift to UGA's year-old Entrepreneurship Program. Headquartered in Terry (see story on p. 38), the program teaches students the ins and outs of creating and nurturing a business venture.

"It starts with both Kim's upbringing and mine," says David. "We had entrepreneurial fathers, so we were always encouraged on those tracks, as opposed to 'Go work at IBM.' It seems there has not been a lot of study about teaching people entrepreneurship. Most of my entrepreneurial skills came from watching my father from the time I was two years old until I was 20. It's more difficult for people who don't have that advantage."

David is co-founder, chairman of the board, and CEO of Atlanticus Holdings Corporation, formerly CompuCredit.

Terry is a strong family tradition for the Hannas. David's father, Frank Hanna Jr. (BBA '61), and his brother Frank III (BBA '83, JD '86), are alums. So are Kim and David's sons, John (BBA '12) and James (BBA '14). Daughter Anna Marie is a rising senior.

On Kim's side of the family, the Terry grads include her brother, Keith Mason (BBA '82, JD '85), and sisters Kay Mason Hamil (BBA '87) and Kristy Mason English (BBA '90).

Kim and David especially like the Entrepreneurship Program's broad reach — it's open to students throughout the university — as well as its experiential elements.

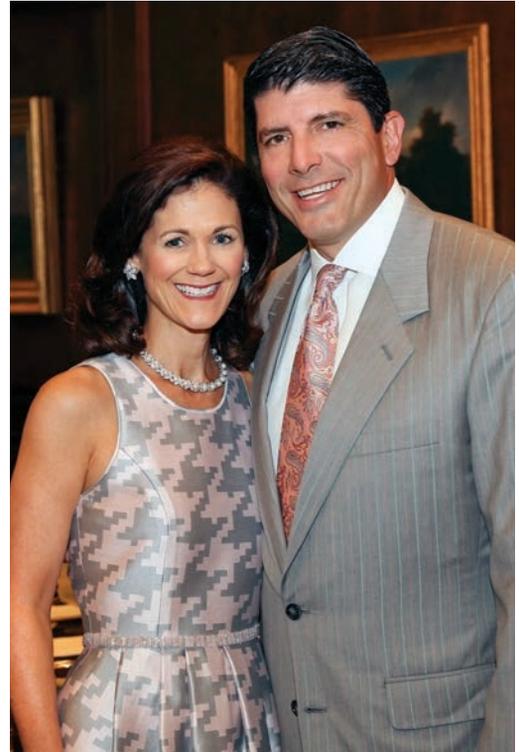
"They're really doing things now instead of just classroom learning — putting practical experience around coursework. It's almost like graduate business schools historically have done."

Both David and Kim welcome the opportunity to interact with students who are enrolled in the program. "I never want to make a business investment where I'm only investing money. There are plenty of people who can do that," says David. "But if I believe I can bring something else to the table, those are the kinds of investments I'm more interested in. Then you leverage both sides of it."

The Hannas are benefactors of many endeavors. Their generosity has helped start two Catholic schools in Atlanta, and they have supported Children's Healthcare of Atlanta, Piedmont Hospital, and St. Jude's Research Hospital. The healthcare gifts were prompted by son John's childhood bout with cancer, which is in remission.

How do they determine which causes to support? It begins with their faith, which guides their philanthropic decisions.

"We try to donate to things where our dollars are actually going to make a difference," says David. "We donate charitably to entre-



Known throughout the city of Atlanta for their support of worthy causes, David (BBA '86) and Kim Mason Hanna (BBA '86) have made a generous gift to UGA's year-old Entrepreneurship Program, which teaches students the ins and out of creating a successful business.

preneurial efforts where, without our dollars, this or that thing might not happen."

Hence, their support of the Entrepreneurship Program.

"What we're seeing is that the whole world is getting a lot more entrepreneurial," says David. "It's not just the local small businessman. People are being encouraged to get out and start things up. Young people are starting things up, coming up with great ideas, new ways of doing things."

There's also the appeal of giving back to Terry.

"I would say overwhelmingly that we are paying it forward," says David. "Terry is a wonderful place that has given both us and our children a great education." ■



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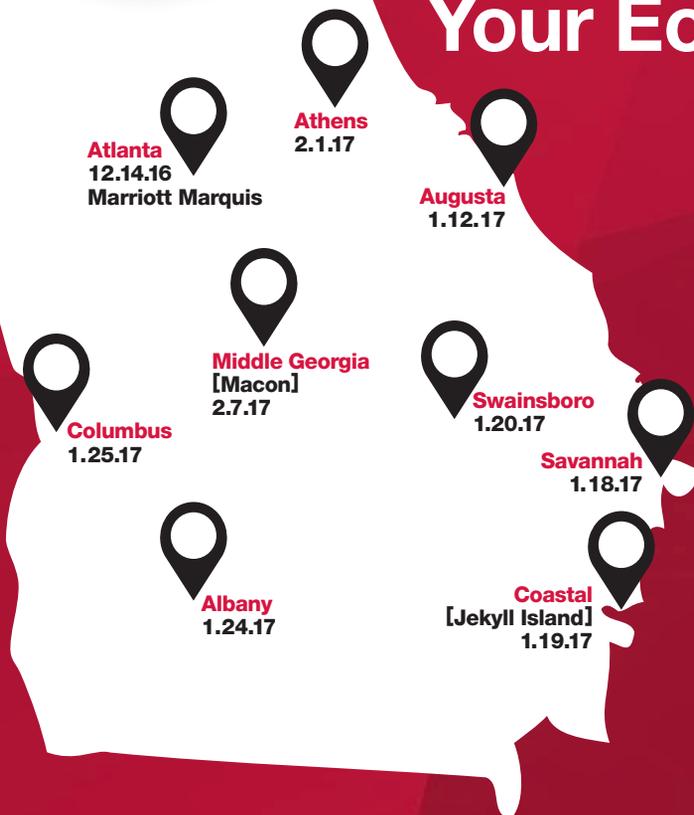
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