

Spring 2017

Terry

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

ON A ROLL

Mark Kauffman deftly
guides 81-year-old
family business

DIGGING IT

Alum's company puts you in the
driver's seat — of a bulldozer

21st CENTURY LEADER

Rhodes Scholar Laura Courchesne
seeks to stem worldwide conflict

GREAT GALA

Honoring Alumni Award winners



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UNIVERSITY OF GEORGIA

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Double Dawgs

With two of the three phases of construction now complete, we have reached the tipping point where the Business Learning Community at the corner of Lumpkin and Baxter streets truly is the new home of the Terry College of Business. This summer the college's senior administration will move into their new offices in Correll Hall and our faculty will settle into their new offices in Amos Hall, Benson Hall and Moore-Rooker Hall. When classes begin, we will realize our long-held dream — once and for all — of a business school that facilitates our day-to-day experience as a community of students, faculty, staff and alumni.

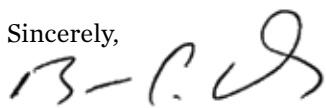
For the students who graduated this spring, we concluded a great year of academic achievement and thrilling contest wins. We celebrated our third Rhodes Scholar since 2008, witnessed tremendous growth of our Terry Women's Initiative and Entrepreneurship Program, and cheered an impressive run of case competition victories by our MBA and MAcc programs.

Next year will see the full launch of another ambitious University of Georgia initiative that will give our students a competitive advantage after graduation. It's called the UGA Advantage, but many of us call it by its nickname: Double Dawgs. We believe it will significantly enhance the opportunities for students motivated to earn a graduate degree.

Many of our alumni are already familiar with the Double Dawgs concept if they or their classmates completed the five-year BBA/MAcc program in the Tull School of Accounting. Students are able to take courses that count toward a graduate degree while pursuing their bachelor's degree. The UGA Advantage is going to dramatically expand the pathways to dual degrees and make them viable options for more students. We also will offer more dual degree programs that provide an interdisciplinary experience, whether it is two programs within one college or two programs in two different colleges. For instance, Terry College is already partnering with the College of Engineering on a five-year BS/MBA program for students majoring in any of eight undergraduate engineering programs. A dual degree in economics (AB/MA or BBA/MA) is now offered, and we plan to add a consulting track to the Master of Accountancy for non-accounting majors. Other options we are exploring include an MS in Business Analytics that will be a draw for non-business majors, and a master's in information systems security.

It is our hope and belief that these streamlined dual degree programs will not only expand the opportunities for our students but also deepen and diversify what our graduates can offer employers when they enter the workplace.

Sincerely,



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



Photo by Cassie Wright



Photo by Jason Thrasher

ALUMNI AWARDS AND GALA

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Terry College honors alumni David Salyers, Debbie Storey and Michael Patrick at annual black-tie event.

By Kent Hannon

FINE PRINT

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Benjamin C. Ayers

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RUNS IN THE FAMILY

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Mark Kauffman (BBA '84), CEO and president of Kauffman Tire and “one of the most loyal people you’ll find,” continues to grow his 81-year-old family business while giving back to the communities his business serves.

By Doug Monroe (ABJ '69)



SHAREHOLDERS' SOCIETY

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Meet the members of the first class of the Shareholders' Society, who recall their time at Terry and tell why it's important to be long-term investors in the college's future.

By Ed Morales



THINKING DIG

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Did you ever want to operate a bulldozer, or maybe crush a car? Randy Stenger (BBA '00) thought you might, and through Extreme Sandbox gives adults the opportunity to really dig in the dirt.

By Chris Mikko



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Laura Courchesne, a Rhodes Scholar and Terry Alumni Board Student of the Year, heads to Oxford this fall seeking to aid communities throughout the world plagued by conflict.

By Lori Johnston (ABJ '95)



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It's time — Phase II is up and running



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SNAPSHOT

Phase II takes its place

The furniture in place, the computers connected, the bread baking. As you read this, the second phase of Terry College's Business Learning Community is more than a rendering, it's a living, breathing reality sitting in the heart of campus, marked by a trio of buildings named for business leaders with lifelong connections to the college.

When the "keys" to Amos, Benson and Moore-Rooker halls were turned over to Terry in late May, a surge of moving activity poured through the 140,000 square feet which includes classrooms, labs, studios, commons, conference rooms, a trading lab and café.

In April the official naming of all three buildings was complete, signifying the final touch to honor Terry alums and their families who gave generously to help make Phase II a reality.

Amos Hall, the centerpiece of Phase II, was named in honor of Daniel P. Amos (BBA '73), chairman and CEO of Aflac. As the "Building Terry" campaign chair, Amos held the top leadership role in the business school's campaign, which exceeded its original fundraising goal of \$90 million by more than \$30 million when the campaign ended in 2015. Amos joined Aflac after graduating from UGA in 1973. He has been Aflac's chief executive since 1990 and chairman since 2001.

Benson Hall (parallel to Lumpkin Street) honors three generations of the Benson Family – patriarch W.H. (Howard) Benson, son H.E. (Ed) Benson (BBA '42), and grandson Larry R. Benson (BBA '74). Howard founded Benson's Inc. in 1918, which today is parent company of Benson's Bakery in Bogart and Benson's Hospitality Group in Athens. Ed serves as chairman emeritus, while Larry is chairman and CEO of Benson's Inc.

Moore-Rooker Hall (adjacent to Hull Street) recognizes Dudley L. Moore, Jr. (BBA '57) and the John W. Rooker Family. Moore, founding chairman of Terry's Board of Overseers and served on the college's Business Advisory Board, was also a chairman of the UGA Foundation Board of Trustees. Three generations of Rookers attended UGA, with Jack Rooker (BBA '60) the founding chairman of the UGA Real Estate Foundation and, along with Moore, chairman of the UGA Foundation Board of Trustees. A dedication for Phase II is set for Sept. 15, but as is the case for the future-looking college, a ceremonious groundbreaking for Phase III is also on tap.

— Ed Morales





TERRY GRADS

... by the numbers

2,012

students earning an undergraduate degree
(518 in fall, 1,364 in spring, 130 in summer)

385

students earning a master's degree
(135 in fall, 250 in spring)

8

students earning a Doctor of Philosophy

14

First Honor Graduates —
those who finished undergrad with a 4.0 GPA



“My recipe for success is simple: Be confident, be competent, be humble, be happy. In short be yourself, your very best selves, and after you have tasted the sweetness of your own success, give back.

It's just what Terry grads do.”
— **Betsy Camp**
(BBA '74, JD '77)
Keynote speaker

110

students who earned Summa Cum Laude —
at least 3.9 GPA

312

students who earned Magna Cum Laude —
at least 3.7 GPA

348

students who earned Cum Laude —
at least 3.5 GPA

38%

Terry students graduating with a 3.5 GPA or higher

Photo by Jason Thrasher
Numbers courtesy Terry College
Undergraduate Student Services
and Corporate Relations



Her company is on the move

Justine Avoudikpon could be just about anywhere. The 2017 finance graduate might be in New York for a conference, at her home in California, meeting investors in Boston or on a campus in Georgia, extolling the virtues of her app Swifte which — you guessed it — helps people find easier and cheaper ways to get from one place to another. She was on a study abroad in France when she thought: “How can I get to Atlanta from Athens if I have no car and don’t want to ride the bus?” She paired with UCLA student Sofia Demay to develop the carpooling app which avoids the contractor-client aspects defining Uber and Lyft. Swifte was among the country’s top eight new student apps to be invited to SXSW to pitch their business at the Student Startup Madness finals. “Getting those connections and referrals makes the app more official,” Avoudikpon says. “We’re happy to have a product that is working. Now we’re focused on a marketing campaign to get exposed to all universities.” And if she has a problem catching a ride to those universities, she knows where to look.

— Ed Morales

Photo by Richard Hamm

Top teaching honor for Terry professor

Annette Poulsen, the Sterne Professor of Banking and Finance in the Terry College of Business, was one of five University of Georgia faculty members awarded the Josiah Meigs Distinguished Teaching Professorship, the university’s highest recognition for excellence in instruction.

Poulsen’s supportive demeanor, good advice and availability outside the classroom made the deepest impression on students — from First Year Odyssey freshmen to Ph.D. candidates.

Her capacity to inspire students and confidence in their abilities are a constant refrain in her teaching evaluations, as is her hallmark of drawing examples from current events relating to the course material.

“An important aspect of Dr. Poulsen’s interactions with her students is her genuine interest in the personal and professional development of each student,” wrote former student Walter Crawford.

“She engaged students in discussions that were based



POULSEN

between the intersection of academic topics and professionally relevant insight for a career in finance. She demonstrated her great care for each student.”

Poulsen’s commitment to student learning runs deep. Since she began overseeing the \$1.4 million Student Managed Investment Fund, the program transformed from a professor-led exercise to a groundbreaking experiment in business pedagogy.

Poulsen has developed new and interesting courses to serve students across a variety of platforms. She created a course for Terry students studying abroad in China that focused on cultural understanding and China’s non-traditional market economy. For the Terry@Oxford program, she incorporated extensive writing work into her class to reflect the kind of coursework done with Oxford tutors.

She also was instrumental in developing the college’s first hybrid MBA program, taught some of its first Executive MBA students, and helped develop courses for the Online BBA program as well. ■



(From left) Terry College Associate Dean for Research and Graduate Programs Marisa Anne Pagnattaro, client partner at Facebook Yvett Evans (BBA '04), Willis Towers Watson Vice President La'Vonda McLean (BBA '04), field director and financial advisor of Northwestern Mutual in Buckhead Kasey Gartner (BBA '03) and co-founder of Borrowing Magnolia Kristine Henning gathered to lead a session at the Terry Women's Initiative Student Conference in February. Photos by Matt Hardy

‘Innovation that inspires’

Terry's women's initiative recognized by national group as empowering future business leaders

By David Dodson (ABJ '89)

A women's initiative for students in the University of Georgia Terry College of Business was commended as an “innovation that inspires” by AACSB International, the largest business education network and accrediting organization in the world.

AACSB's Innovations That Inspire showcased 35 ways business schools globally empower future business leaders and challenge the status quo to address societal needs. The objective of the Terry College's women's initiative, established two years ago, is to support the recruitment, retention and advancement of students in the business school by providing a range of resources and experiences inspiring confidence and advancing their academic and professional goals. AACSB International honored its second

annual class of innovators at its 2017 Deans Conference in February. A total of 315 submissions from 33 countries were under consideration.

“With great pleasure, I am thrilled to recognize the Terry College of Business for its role in driving innovation in business education and fostering positive change in the areas of diversity and global economic prosperity,” said Tom R. Robinson, president and chief executive officer of AACSB International.

“The Terry Women's Initiative was created to inform our students and empower them to realize their incredible potential,” said Terry College Dean Benjamin C. Ayers. “This initiative represents a key part of our broader efforts to prepare students for success and for service as leaders in

their businesses and communities.”

The women’s initiative relies on the involvement of fellow students, alumni, faculty, staff and recruiters who assist students by identifying their best-fit major, arranging corporate site visits, finding internships, mentoring to build confidence, and succeeding academically. The initiative’s initial funding was provided by Betsy Camp (BBA ’74, JD ’77), and additional funds were made possible by Bob (BBA ’79, MBA ’82) and Elisha Finney (BBA ’83), Debbie Storey (AB ’80, EMBA ’06) and Jay Mabrey and SunTrust.

“The women’s initiative has influenced hundreds of students since its launch, and we continue to look at new ways to better serve students,” said Marisa Pagnattaro, Terry’s associate dean for research and graduate programs. “Thanks to the hard work of our undergraduate student services team and dedicated alumni, we organized our first daylong student conference to help them prepare for the transition from college student to young professional, and we held a spring retreat for a select group of juniors and seniors to focus on ways to reach their potential.”

The AACSB recognition underscores the important role that innovation plays in achieving the association’s industry-wide vision for business education that the AACSB unveiled in 2016.

“We are honored to highlight the Terry College’s innovation as a pioneer in the business education landscape and use them as an example for how AACSB’s schools are facilitators for innovation and leadership,” Robinson said. ■



Sports agent and author Molly Fletcher (above) gives the keynote address at the Terry Women’s Initiative Student Conference. Kizmet ‘Kiz’ Adams (at right), director of work/life balance at the University of Georgia, leads another session at the February event.



Stock Pitch Challenge comes of age

By Matt Weeks (ABJ ’05, MPA ’11)

In just three years, the Terry College’s Student Managed Investment Fund has delivered a big ROI — in this case, Return on Interest — in its annual Stock Pitch Challenge.

Collegiate teams vie with one other by presenting a “buy” recommendation for an undervalued stock to a panel of portfolio managers and senior executives. This year’s contest attracted 12 undergraduate teams from across the Southeast to Correll Hall to compete for prizes totaling \$8,500 and a grand prize of \$5,000.

“We try to get a lot of schools to one location and bring people from the investment community together to participate in the competition,” said Eli Yarborough, a University of Georgia senior majoring in accounting and finance who helped organize the student-led event.

A University of Florida team, whose winning stock pitch was airline JetBlue, took home top honors. Among the participating universities were Virginia, North Carolina, Emory, Alabama and Kentucky.

“It’s a wonderful opportunity for students to strengthen their analytical skills as investors and to meet other students and judges who share their career interests,” says Wes Roberts (BBA ’15), who was president of SMIF during the first Stock Pitch Challenge and now works as an analyst at Triam Partners in New York. “I was proud to see how the competition has grown in size, outreach and reputation.”

As the Stock Pitch Challenge has grown, the Finance Department has taken steps to involve undergraduates at every level of its operation.

“Our seniors and juniors are the leaders of the SPC. They organize and advertise the competition, recruit high-caliber judges and handle all of the event details,” says finance professor Annette Poulsen, who teaches the SMIF course and advises the students. “Several sophomore teams pitch a stock, with two teams from Terry earning their way into the competition. And freshmen serve as the ‘people on the ground’ by volunteering on event day to be ambassadors for the department and helping with all of the logistics.”

At the January competition, Harold Kelly (BBA ’84, MBA ’86, PhD ’93) talked with one of the teams about the similarities between their presentation and the work that happens at Och-Ziff, where he is head of global convertible and derivative arbitrage.

“The cases the students present have a number of commonalities, while not identical, with the case studies we ask prospective investment professionals to analyze,” Kelly says. ■

CHICKEN SALAD CROSSES THE ROAD

Scott Deviney, president and CEO of Chicken Salad Chick, leads a burgeoning restaurant chain with 'plenty of room to grow'



Ruth Bartlett, president of the UGA Alumni Association Board (left), and Meredith Gurley Johnson, executive director of the UGA Alumni Association (right), congratulate Scott Deviney, president and CEO of the Bulldog 100 No. 1 business Chicken Salad Chick. Photo courtesy University of Georgia

By Ed Morales

What pineapple does for pizza it also does for chicken salad, and it's in those ingredients where Scott Deviney saw a fresh, and fruitful, opportunity.

After years of learning the ins and outs of the restaurant business, both as a banker and franchise owner, Deviney (AB '95) became friends with Stacy and Kevin Brown, the founders of Chicken Salad Chick. The burgeoning restaurant chain with 32 stores at the time was seeking a partnership, and Deviney was interested for several reasons.

One was the versatility of chicken salad.

"Chicken salad is no different than pizza and burgers — it's a medium in which you can add different ingredients to create a different flavor," Deviney says.

"Stacy had created 15 flavors, and the unique part of the 15 flavors is

TERRY ALUMS ON 2017 BULLDOG 100 FIRMS

The annual Bulldog 100 list, sponsored by the UGA Alumni Association, ranks the fastest-growing University of Georgia alumni-owned businesses during the past three years. This year shows Terry College alumni well represented once again, with 44 of the top businesses including the No. 1 spot.

1. Scott Deviney (AB '95)
Chicken Salad Chick

3. James (Jim) Purcell (AB '85)
The Holly Purcell Group

6. David Luke (BBA '00)
Two Maids & A Mop

7. Melissa Eisele (BBA '97) Specialized
Veterinary Services

9. Isaiah Banks (MBA '15)
Cruise Planners

**11. Scott Voigt (BBA '07, MAcc '08),
Taylor Stanfill (BBA '06),**

Thaddeus Gilliam (BBA '07)
Verisail Partners

**15. Drew French (BBA '05), Bucky
Cook (BBA '77)**
Your Pie Franchising

21. Jeremy Joiner (BBA '02) Assurity
Staffing Group

**22. Joshua Williams (BBA '98), Jess
Williams (AB '01)**
Precision Frameworks

23. Brad Beem (AB '97)
The Service Fort LLC

26. DeShea Ware Brooks (BBA '99),
The Spanish Academy

27. Luis Chaves (BBA '06)
Pangea Financial Group

30. Tracy Bates (BBA '87)
6 Degrees Group

33. Thomas Reed (BBA '87)
DPM Fragrance LLC

37. Robert Scott (MBA '09)
RAC Properties of Athens Inc.

38. Bonneau Ansley III (BBA '99)
Ansley Atlanta Real Estate

they're each named for somebody who is important in her life, so whether it's a best friend or her mother, each flavor has a personality and the flavor somewhat matches that personality."

Deviney and Eagle Merchant Partners invested in Chicken Salad Chick in May 2015. In the two years serving as the company's president and CEO, Deviney has helped double the number of Chicken Salad Chick restaurants (now at 67) reaching into nine states (and agreements in place to go into two more) with a growth strategy based more on smarts than swiftness.

"We could certainly be growing faster, there's no doubt about that," says Deviney, a native of Carrollton, Ga. "But starting in '15 and most of '16 we said let's stop the growth, let's pull back in bringing in new franchise owners. Let's figure out what makes a very good Chicken Salad Chick franchisee and let's go find them. Let's figure out what is the right site selection and let's go find that real estate. So we spent money on infrastructure, some analytical tools — like a real estate analytical tool — to really facilitate the growth. We're hitting the gas pedal now because we know exactly what we're looking for."

It also carries a certain cache other chains crave — a cult following of super-users who visit two or three times a week, a non-frying, non-grilling kitchen featuring a menu of healthy items high in protein, a selection of flavors

appealing to a variety of palates, and at its core a key product with a recognized identity from coast to coast.

Recently put atop this year's Bulldog 100, Chicken Salad Chick is gaining brand penetration through the word of mouth of curious customers. And it's working.

"In Nashville we have several restaurants, the word starts to leak into the Lexington, Louisville area, partly because they'll see it in Nashville and partly because they'll go to the beach and see it down in Destin and Panama City," Deviney explains. "So we start to get a little bit of brand awareness. As we hit the next state people are already familiar with you, you can infiltrate that state and then go to the next one. We'll keep going as long as people keep liking you."

As Deviney looks ahead in leading a company with "plenty of room to grow," he also thinks back to his time at Terry College and how it set him up for success. UGA gives any student the tools to do well, Deviney says, but being in Terry gives an added edge they might not have otherwise.

"I think Georgia does a phenomenal job of turning people into leaders," he says. "From Terry they come out so much better prepared than a lot of people because of the classroom setting and the people they bring back to help and teach because it's all relevant. Terry gives them a little bit of a leg up because they're set up to win once they hit the workforce." ■

"Chicken salad is no different than pizza and burgers — it's a medium in which you can add different ingredients to create a different flavor."

— Scott Deviney

42. Megan Kreitner Ouzts (BBA '02, JD '05) The Spotted Trotter

43. Matt Griffin (BBA '05), Vert

46. Kenny Holzer (BBA '99)
Skyline Seven Real Estate

52. Gina Cambardella Ragsdale (BBA '98) Southern Demolition and Environmental LLC

56. Nick Schkabla (BBA '02)
Professional Benefits Consultants

57. Scott Mastley (BSEd '93, MBA '04), **Andy Weyenberg** (BBA '92)
Resource Alliance

58. Eric Teusink (AB '03),
David Metzger (BBA '02)
Williams Teusink LLC

60. Thomas Andrew Peace (BBA '05)
Applied Resource Group LLC

62. T.J. Callaway (BBA '07)
Onward Reserve

64. Mitch Reiner (BBA '05), **Michael Reiner** (BBA '74) Wela

66. Chad Powell (AB '98)
Joe Powell and Associates

68. Larissa K. Benson (BBA '03) RE/
MAX Legends

69. John Michael Durand (BBA '06)
J&M Pool Services

70. Eric Neal Callahan (BBA '05)
Callahan Industries

71. Michael Bryan (BBA '89) Vino
Venue & Atlanta Wine School

72. Matt Lindsay (BBA '92, PhD '99)
Mather Economics

74. Thomas R. Sawyer II (BBA '90)
Sawyer & Latimer P.A.

78. Scott A. Hutchison (BBA '03)
Wilson Hutchison Realty LLC

81. Sam Swingle (BBA '90) Advantage
Design Group

82. Joshua R. Daniel (BBA '06)
Towable Tailgates

84. Umang Patel (BBA '03),
Milan Patel (BBA '03)
Indusa Investments

88. Mark Mahoney (BBA '83)
Jackrabbitt Technologies Inc.

90. Anil Aggarwal (MBA '94)
Milestone Internet Marketing Inc.

92. Jeffrey Alan Smith (AB '79)
Pro Buyers LLC

95. James Michael Johnson (BBA '00)
Knight Johnson, LLC

97. Kishore Ganji (MBA '03)
Astir IT Solutions Inc.

98. Bert A Chancy (BBA '91)
Chancy Drugs

100. Robert Dumas (BBA '84)
TaxConnex LLC

Terry team brings home SEC MBA Case Competition title

By David Dodson (ABJ '89)

The Terry College of Business topped 13 other teams to win the 2017 SEC MBA Case Competition at the April competition in Gainesville, Florida.

The Georgia MBA team included second-year students Rohit Banerjee of Hyderabad, India; Matthew Green of Cincinnati; Desiree Sullivan of Atlanta and Noah Winterer of Knoxville, Tenn.

Teams were divided into four divisions and had 24 hours to develop a solution to a business issue facing Nationwide Insurance. Each team analyzed the company's case, developed a strategy and presented their solutions to a panel of judges, including Nationwide executives.

"We had a really well-rounded team with different backgrounds and skill sets. That allowed us to create a comprehensive and convincing recommendation," said Winterer, who was named Best Presenter in the competition's opening round. "It also helped us during the Q&A. Instead of just one person answering a question, we'd build off of each other to drive our points home."

UGA reached the finals by defeating Arkansas, Kentucky and Mississippi State in its divisional bracket. In the finals, UGA beat host school Florida for second, while Auburn finished third and South Carolina placed fourth.

"Our team was well prepared because we knew we would be facing tough competition," said Anne Cooper, director of MBA student experience and case team advisor at UGA. "But I felt confident because they did their research on Nationwide with their faculty adviser, Jim Carson, ahead of time, and when it was time for them to present they knocked it out of the park."

The Georgia team won \$10,000 and brought the SEC's traveling trophy to the Full-Time MBA Program's new home in Correll Hall.

"It's one of the best experiences I've had while at Terry," Winterer said. "Creating a recommendation and presenting it in 24 hours is such an intense experience."

The SEC contest, in its fifth year, also promotes networking among graduate business students. MBA teams from each school have a chance to get to know team members from other MBA programs across the conference.

"Give Florida credit for being such great hosts," Winterer said. "Everything was really well organized and that elevated this whole experience. Having said that, it's always a good feeling to go down to Gainesville and leave with a win." ■



Georgia MBA's winning team (from left): Noah Winterer, Rohit Banerjee, Desiree Sullivan and Matthew Green. Photo courtesy University of Georgia

MBA programs rise in U.S. News rankings

Terry's part-time and full-time MBA programs both rose in graduate school rankings from *U.S. News & World Report* on the strength of the college's highest-ever employment rate for new graduates and its academic reputation among peer business schools.

Terry's Professional MBA Program moved up one spot to No. 33 in *U.S. News'* part-time MBA ranking, and among public business schools ranked 20th. The Full-Time MBA Program jumped seven spots to 48th overall and 24th among public institutions.

In addition, *U.S. News* ranked the college's Information Systems concentration, which is called Business Analytics at Terry, No. 16 overall, an improvement of three spots from the previous ranking.

"The upward momentum of our MBA Programs reflects our ongoing commitment to academic excellence and a people-first culture that promotes leadership, economic vitality and more effective organizations," said Terry College Dean Benjamin C. Ayers. "These gains are the result of outstanding work by our faculty, staff and students and the realization of other program improvements like state-of-the-art graduate facilities in Correll Hall. I'm proud to see these efforts pay off."

The success of Terry's Full-Time MBA Program stems in part from high marks for its job placement rate and the college's peer assessment score. A record 93 percent of Class of 2016 MBA graduates were employed within three months of graduation. *U.S. News'* peer assessment score is based on survey responses from business school deans and MBA program directors. Both measures placed the Georgia MBA among the top 20 public full-time programs.

The rankings appear in the 2018 edition of *U.S. News & World Report's Best Graduate Schools* guidebook.

— David Dodson

LOVE TERRY?

Scott does.

Not only did he meet the love of his life, the former Lindsay Calhoun (BBA '07/MAcc '08), in class as part of the Leonard Leadership Scholars Program at Terry, but Scott has founded his business, Verisail Partners, with two other Terry graduates, Thad Gilliam (BBA '07) and Taylor Stanfill (BBA '06).

As an alum, Scott has found multiple ways to support Terry. He serves on the Undergraduate Support committee of the Young Alumni Board, participates as an Alumni Mentor and assists with student interviews with Terry's Institute for Leadership Advancement.

"My wife Lindsay, my business partners and I all agree that we are grateful for the education and opportunities that the Terry College has afforded us and consider it an honor and a duty to contribute to Terry's ongoing success."

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(706) 542-4532

Scott Voigt (BBA '07, MAcc '08)
Verisail Partners
Lilburn, GA



Terry College of Business
UNIVERSITY OF GEORGIA

RESEARCH

CONNECTING THE BOTS

**UGA research uncovers an invisible sea of influence
affecting trending Twitter stories**

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



A trending story on Twitter could mean thousands of people care about an issue — or that some computers are doing their jobs.

New research from the University of Georgia found that Twitter “bots” can be the driving forces behind dialogue in social movements, possibly leading to journalistic attention and governmental change.

“When you look at online social networks, for example Twitter, you often see a great volume of nodes and ties. These nodes usually interact with one another to exchange some sort of information embedded in the ties. And what we found is that some central actors in these types of networks can be bots. Because of their high activity level, bots add up to buzz, and organizations really respond to buzz,” said Terry College of Business Ph.D. student Carolina Salge, who co-authored the research.

Bots (short for robots) are simple computer programs programmed to carry out automated tasks. In internet terms, bots are non-human actors that often try to go undetected.

Although Twitter bots have been around for years, the new research, recently published in *Academy of Management Discoveries*, marks the first time that bots’ social clout was studied in the field of information systems and management.

Because of the increasing prevalence and sophistication of bots, their invisible influence may be affecting news reports and social media research, said Elena Karahanna, research co-author and professor of management information systems at Terry.

“Bots amplify the message. They amplify how many people the message reaches and how fast it reaches them,” said Karahanna, also the Rast Professor of Business at UGA. “They spread the word very, very quickly. That’s one reason they can become central actors in these networks.”

The notion that bots can be central to a social movement was nearly overlooked by researchers in information systems and management. Salge was completing a class assignment on social networks when she discovered odd patterns in her data that led her to uncover a secret world of fake Twitter accounts working to push an agenda.

She took the discovery to Karahanna, and the two began to investigate other ways bots are being used and new ways for researchers to identify them.

For example, they studied the “fem bots” created by the extramarital dating site Ashley Madison. They found the organization populated its site with fake female profiles



Terry College of Business Ph.D. student Carolina Salge (left) and Elena Karahanna, research co-author and L. Edmund Rast Professor of Business. Photo by John Roark

that were actually bots automated to send simple messages to male users in order to entice them into paying for memberships.

But while bots often try to pass as humans online, their purposes are not always nefarious, Salge said.

“Most of the research on bots focuses on detection because there is a clear assumption that they’re often bad,” she said. “But we started to see that bots can also be used for good, like protesting corruption. We know from prior research that boycotts and protests that attract mainstream media attention are in a better position to get their demands met. It appears that a lot of movements are using bots to increase awareness of their cause on social media hoping to gain coverage in the mainstream

media. And if that is indeed the case, it is definitely one way to put pressure on organizations or governments to do something.”

In another instance, the authors examined the online protest that erupted following a 2013 ruling by Brazil’s Supreme Federal Court that was seen as too lenient on corrupt politicians. Once the verdict was handed down, thousands of Brazilians took to Twitter to proclaim their outrage. Some protesters created bots that re-tweeted relevant hashtags or news stories, catapulting the story to “trending” status on Twitter and gaining widespread attention.

But just as protesters may employ bots to push for government reform, employees can potentially use bots to add volume to their complaints, Karahanna said.

“Uber had disputes with its contractors, they don’t call them employees, about their compensation and benefits,” she said. “One could easily think that these contractors could create bots to make their demands more salient and more visible to the general public and thus pressure Uber to respond positively to their demands.”

The pair has more research on bots and their relevance to social dialogue in the works. They are studying how the strategies between the most-important human and bot accounts differ and they are looking into cyborg accounts that employ both computer-programmed tweets and human-authored tweets. Bots and cyborg accounts can occupy an ethical gray area, which makes being able to identify them important, Karahanna said.

“They may be used to spread fake news, but they may also be used to spread facts,” she said. “And I think that’s where the ethical line is. If they are spreading the truth, it’s not unethical.” ■

Nothing is *always* good

Research from Terry professor Fadel Matta shows being fair-minded and agreeable can be a detriment at times in the workplace



Photo courtesy University of Georgia

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

Expect the unexpected is a caveat not usually found in academic research, but Terry College assistant professor of management Fadel Matta will take it every time.

“The theme in my research is that I like to take things we think as normatively negative and flip ‘em,” says Matta, who finished his PhD at Michigan State last year. “Nothing is always good, even when we think it might be. So, I like to ask the question of when might something we think of as being good — like fairness — actually be a bad thing?”

Matta studies organizational behavior, a branch of management focusing on what leaders can do to improve motivation and performance. It’s grounded not only in

business scholarship, but also in the fields of psychology and sociology.

His contrarian research bent leads him to discoveries that seem counterintuitive, but make sense on a gut level.

“I’m always asking ‘What are the exceptions?’ because, to me, that’s the interesting angle,” he says. “Where are these exceptions, how can we pinpoint them, and how can we prove it? I always want to prove these ideas, and that can be hard. My core areas of research are leader-member exchange, which is the relationships that form between employees and supervisors; organizational justice, which is very much in the eye of the beholder — or the eye of the employee; and emotions.”

Within the last year, his published research made its way into outlets such as the *Washington Post*, the *Harvard Business Review* and Business Insider.

Here's a look at two of his more intriguing findings.

When two jerks are better than one

Conventional wisdom suggests outgoing and accommodating people are best suited to handle negotiations. After all, they're nice and approachable — who doesn't want to work with someone like that?

As it turns out, lots of people. Especially those who aren't as nice or agreeable themselves.

Through a series of tests and surveys, Matta found negotiations work best when both sides have matching personality traits — even if they're both disagreeable.

"If you're a jerk and I'm a jerk, then it might seem like we'll never get anywhere in negotiations, but it's actually more useful to put two similarly minded people together," Matta says.

At their core, negotiations are about relationships, and like relationships, they work best when both parties approach it the same way, Matta says.

"A lot of the research on personality shows that it has less of an effect than you would expect in negotiations, but that research has looked only at an individual's personality," Matta says. "We decided to look at the combination of personalities between two negotiators."

Matta based his research on the "Big Five" personality traits from psychological literature — conscientiousness, agreeableness, neuroticism, openness and extraversion. The study, published in the *Journal of Applied Psychology*, focused on agreeableness and extraversion because of their interpersonal nature

"The takeaway when entering negotiations is to consider both parties' personalities and how they might mesh, instead of just deciding to send in a really well-liked and agreeable person," Matta says. "It's the combination of the two people that will determine how well the negotiations proceed."

Bosses behaving badly

Another piece of Matta's work showed more fairness isn't always better.

Matta, along with fellow Terry College management professor Jason Colquitt, found bosses who are always unfair cause their employees less stress than unpredictable ones.

"It's counterintuitive. You would think that a person would want to be treated fairly as often as possible, instead of always being treated unfairly. But that's not what we found," Matta says. "There's something to this notion of being consistent, even if it is consistently unfair."

"What Fadel realized is that most of the good research

"I'm always asking 'What are the exceptions?' because, to me, that's the interesting angle. Where are these exceptions, how can we pinpoint them, and how can we prove it?"

— Fadel Matta

that shows how important fairness is to employees is a static snapshot of a dynamic phenomenon," says Colquitt, who holds the college's Willson Distinguished Chair. "As scholars, we need to understand how fairness ebbs and flows over time, and how employees react to those patterns. It is complicated methodologically, but vitally important."

It boils down to uncertainty, Matta says. When employees know what's coming, they can prepare themselves. When they're in the dark about how a boss might react, they incur additional stress and mental fatigue.

For that reason, managers shouldn't try to make amends for unfair treatment by overcorrecting their errors later. That could lead to a climate of uncertainty. Instead, supervisors should seek to eliminate uncertainty by clearly communicating new expectations or circumstances to employees.

"As a boss, you might say, 'Joe didn't get the promotion, so I'm going to do this for him to make up for it.' But really, it's not about everything evening out. It's about not knowing what to expect," Matta says. "Once your employees know what to expect, being fair more often is better." ■

The cost of cancer

Study reveals the extent of how one spouse's diagnosis can lower household income

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

Caring for a husband or wife with cancer significantly diminishes family income, according to a researcher from the Terry College, who tracked changes in employment and income among working-age couples in Canada.

By matching tax returns with health data from Canada, co-researcher Vincent Pohl, assistant professor of economics at UGA, was able to determine that a spousal cancer diagnosis results in a decline in household income by 5 percent among men and 9 percent among women, on average.

"The average annual household income for the working-age couples we studied was about \$100,000, so the loss of income per family is about \$5,000 to \$9,000, which is a pretty substantial decline," he said. "In a situation where one household member has a devastating diagnosis, it leads to the whole household suffering economically."

One reason for the steep decline is attributed to what's known as the caregiver effect — when one family member reduces their own employment in order to support another.

"We thought that the household's lessened income could happen in one of two ways," Pohl said. "One is that the person who is diagnosed might not be able to work because they are getting treatment or they're too sick to work. The second is what happens to their spouse: Does the spouse work more to make up for the lost income or does the spouse also reduce his or her labor supply in order to take care of the spouse that is diagnosed with cancer? We find the latter, that spouses reduce their labor supply and therefore have lowered income levels, which leads to the household having lower income levels as well."

The research finds a spouse's cancer diagnosis leads to up to a 3.5 percent reduction in individual earnings for men and up to a 6 percent reduction in individual earnings for women. Because family caregiving isn't covered by insurance, this loss of income directly affects the household's bottom line, Pohl said.

"What we need to think about, in terms of policy implications, is how we can protect not just individuals from the consequences of getting sick, but their entire family. That's not really something that existing policies do," he said. "If you think about disability insurance, it's a function of an individual's inability to work. It doesn't take into account that family members might have to take care of an individual and therefore might also lose their job or reduce their working hours and thus their income."

Published in the *Journal of Health Economics*, the study also finds little difference in work reduction between men and women whose spouses are diagnosed with cancer — something that stands in contrast with some earlier studies.

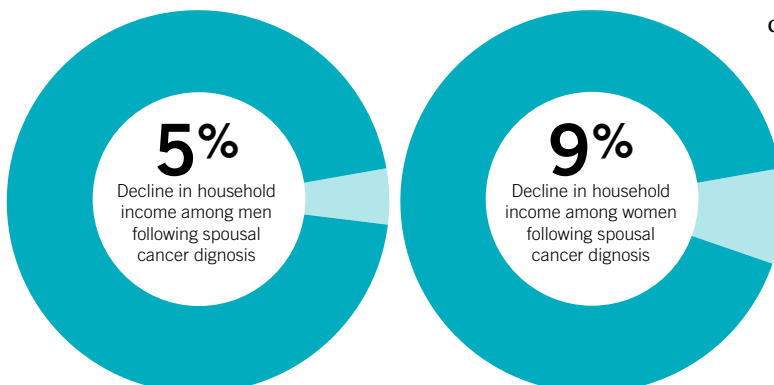
"We didn't find a big difference, although we do see slightly bigger effects in relative terms for wives than for husbands. The decline in employment was about 3 percentage points in both cases, but it's from a lower level among wives because women were less likely to work to begin with," he said. "We see that if women have a cancer diagnosis, there are a substantial number of husbands who quit their jobs to take care of their wives and vice-versa. This applies to all age groups."

Pohl and co-researcher Sung-Hee Jeon of Statistics Canada were able to measure household income and cancer diagnoses by using administrative data from multiple sources, instead of relying on surveys as previous studies have done. By tracking working-age individuals for five years following a cancer diagnosis, the research shows how reliably household income is affected by health shocks.

"Our data allowed us to examine behavior on a level that's representative for the entire country of Canada. We observe annual earnings and income and potential cancer diagnoses for 1.4 percent of all households in Canada. That's something no one has been able to do," Pohl said.

Despite the robust data, the effects may not be transferable to the U.S., where health care is handled differently than in many developed nations.

"One reason why we don't see that the spouse works more, potentially, is that health insurance is not provided through jobs in Canada," he said. "In the United States, we could expect that if one spouse is diagnosed with a disease, the other spouse has to keep their job in order to keep health insurance for the family." ■





GILLAN



PAGNATTARO



PINCKNEY



POHL



SAMPLES



H. WATSON



R. WATSON



GRANTHAM



MASON



POULSEN



BHARADWAJ



LAM

FACULTY RECOGNITION

AWARDS

Stuart Gillan, associate professor of finance, received the 2016 Investor Research Award from the Investor Responsibility Research Center Institute for his paper, *On Enhancing Shareholder Control: A Dodd-Frank Assessment of Proxy Access*.

Marisa Anne Pagnattaro, associate dean for research and graduate programs and I.W. Cousins Professor of Business Ethics, received the 2016 Larry A. DiMatteo Senior Scholar Award, given by the Southeastern Academy of Legal Studies in Business.

Director of UGA Entrepreneurial Programs **Bob Pinckney** was part of a team awarded a grant by the National Science

Foundation for the creation of an Innovation-Corps Site at UGA.

Vincent Pohl, assistant professor of economics, received the W.E. Upjohn Institute for Employment Research Early Career Research Award for his project on *The Role of Treatment Innovations and Employer Accommodations in Reducing Negative Labor Market Effects Among Cancer Patients*.

Assistant professor of legal studies **Tim Samples** received a Core Fulbright U.S. Scholar Teaching/Research Award for Argentina.

Hugh J. Watson, part-time instructor in management information systems, was honored with the Teradata University Network Award.

Rick Watson, the J. Rex Fuqua Distinguished Chair for Internet Strategy and professor of management information systems, received the Slaughter Service Award from the Association for Information Systems.

APPOINTMENTS

Kimberly Grantham, senior lecturer in the Marketing Department, was selected as a participant in the Advertising Educational Foundation's 2017 Visiting Professor Program.

Charlotte Mason, head of the Marketing Department and C. Herman and Mary Virginia Terry Chair of Business Administration, was named a Women's Leadership Fellow at UGA.

Annette Poulsen, the Augustus H. "Billy" Sterne Chair of Banking and Finance and Josiah Meigs Distinguished Teaching Professor, was named an ECGI Research Member by the European Corporate Governance Institute, an international non-profit association focusing on corporate governance.

RANKINGS

The American Marketing Association ranked two marketing professors on its list of most productive researchers worldwide. The rankings are based on published work from 2007-2016. **Sundar Bharadwaj**, the Coca-Cola Company Chair of Marketing, ranked 24th. **Son Lam**, professor of marketing, ranked 29th. ■

GATHERINGS



1 Terry students of the year

Finalists for the Terry College Alumni Board Student of the Year gather on North Campus prior to the Terry Honors Day ceremony in April. The finalists are (from left) Houston Gaines, Julie Spangler, Andy Abernathy, Laura Courchesne and Eli Yarborough. Courchesne was named the Student of the Year (see story, pg. 38).

Photo by Cassie Wright

2 Georgia Economic Outlook

Attendees of the Georgia Economic Outlook at Atlanta's Marriott Marquis in December included (from left) Christine Smith (AB '10), Shannon Baker (BSFCS '95) and Martee Horne (BBA '78), executive director of development and alumni relations at Terry College.

Photo by Blane Marable

3 Phase II tour

(From left) After appearing as a featured speaker during a Terry Leadership Speaker Series event in April, W. Douglas Benn (BBA '76, MAcc '82), the executive vice president and chief financial officer of The Cheesecake Factory, joined IT Executive Director Brad Hunt (MBA '05) and

Terry College Dean Benjamin Ayers for a tour of Phase II of the Business Learning Community. Phase II includes Benn Capital Markets Lab, which will be fitted with video over IP technology that can link the lab's cable TV feeds, 12 Bloomberg terminals and six laptop inputs at each work table with any of the three, 90-inch LED monitors on the walls.

Photo by Matt Hardy

4 Terry Leadership Speaker Series

(Center) Benjamin Watson (BBA '03) meets with students following his featured appearance at a Terry Leadership Speaker Series event in March at the UGA Chapel. Watson, a tight end with the Baltimore Ravens, spoke about leadership, teamwork and his book *Under Our Skin: Getting Real About Race – And Getting Free From The Fears and Frustrations That Divide Us*.

Photo by Matt Hardy

5 Stock Pitch Challenge

Judges for the third annual Stock Pitch Challenge in January were (from left) Ant Raab of Masters Capital Management, Hal Kelly (BBA '84, MBA '86, PhD '93) of Och-Ziff and Scott Williams (MBA '98,

JD '00) of S. Williams Capital. The event was hosted by Terry's Student Managed Investment Fund (see story, pg. 14).

Photo by Matt Hardy

6 Terry Graduation Convocation

A 2017 graduate bedazzles her cap with a message for the future at Terry College's Convocation at Stegeman Coliseum in May (see pg. 8).

Photo by Jason Thrasher

7 Deer Run reunion

Doug Ivester (BBA '69), Terry Executive-at-Large, former CEO of The Coca-Cola Co. and president of Deer Run Investments LLC, speaks during a reunion of Deer Run Fellows earlier this year.

Photo by Matt Hardy

8 Professional Women's Conference

Sally Williamson (ABJ '83), founder and president of Sally Williamson and Associates, a company helping leaders at all levels become better communicators, leads a session at the Terry College Professional Women's Conference in November.

Photo by Blane Marable



FEATURES

RUNS IN THE FAMILY





Mark Kauffman (BBA '84) continues to grow his 81-year-old family business while giving back to Terry College and his community

By Doug Monroe (ABJ '69) • Photos by AJ Reynolds (AB '12)

When Mark Kauffman was 7, he rode shotgun with his grandfather to the vast Goodyear Tire and Rubber plant in Akron, Ohio, where factory workers filled their pickup truck with tires that just rolled off the assembly line.

"I touched the tires while they were still warm," Kauffman recalls in his earliest childhood memory of the family business.


They drove the 20 miles back home to Wooster, Ohio, and delivered the tires to the Texaco station Harry Kauffman founded in 1936, where he would resell them to loyal customers in the town of about 18,000.

By the time he was 12, Mark was doing chores at the station, sweeping and keeping the place clean. By then, his father, John, took over and expanded the business. And when Mark was 13, his cautious and conservative father stunned the family with a shocking, adventurous and visionary announcement: they were moving the business to Atlanta.

"He got tired of the snow," Mark Kauffman says today at the headquarters of Kauffman Tire in Sandy Springs, just off Georgia 400. "Secondly, we had a retread business in Ohio retreading the tires on baggage carts for Eastern Air Lines, which was headquartered in Atlanta. He set up a warehouse down here to store the retreads and kept coming down here. He was realizing that Atlanta was starting to boom in the early '70s. It's probably one of the craziest things he ever did in his life. He packed up his family and moved down here, but 90 percent of his income was still coming out of Wooster, Ohio.

"The idea of moving to a big town was exciting to me." By 1975, Atlanta was a big-league city on the move. His father couldn't have timed it better.

Kauffman would attend Dunwoody High School and then head off to the University of Georgia, where he joined Lambda Chi Alpha and majored in accounting at Terry College. He has stayed in touch with his alma mater through the years and this year was the first donor to the

A photograph of Mark Kauffman, a middle-aged man with short, graying hair, wearing a light blue button-down shirt and dark trousers with a brown belt. He is standing in a tire store, looking slightly to his right. In the background, there are red hydraulic lifts, a white car, and other equipment. A person in a dark shirt is partially visible in the background on the left.

Mark Kauffman talks with Darrell Addison, an associate at the Kauffman Tire store located in Norcross. When visiting Kauffman Tire locations, Mark likes to talk to all the associates individually — “I like to put other people on the pedestal,” he says.

college’s new Shareholders’ Society. The announcement of the fund came at a time when he was looking for yet another opportunity to give back, a trait he learned from his father, who died in 2013 and was noted for his charitable giving and community involvement, as well as his business acumen.

“The Shareholder Society really hit a button with me,” Kauffman says. “I can give to the school and they can do what they want with that money. I think it’s important to share back some of the benefits I got out of it.”

After college, he spent a year at Goodyear in a training program set up for some of its dealers to help the next

generation learn facets of the business.

“I came back to Atlanta after that, in 1985, and I’ve been here ever since.”

Staying all in the family

At 55, Kauffman is president and CEO of an 81-year-old privately held family business that is still growing like a start-up while remaining fiercely independent in a world of conglomerates gobbling up companies like holiday chocolates. Kauffman Tire now has 63 retail stores in Georgia and Florida, 14 wholesale distribution centers in



seven states and an e-commerce site (treaddepot.com) that is merging into the main retail website (www.kauffmantire.com). Annual sales are just shy of \$400 million and Kauffman is adding six to 10 new stores a year. He added six in 2016. The company has about 1,000 employees — Kauffman calls them “associates” — and he knows or will get to know all of them.

As the third-generation leader of a family business, who is growing it successfully at a rapid pace, Kauffman is a rare bird indeed.

“Research suggests that firms’ greatest risk of failure

typically occurs when the founder steps down and is replaced with a new CEO,” says Scott Graffin, an associate professor at Terry and Research Fellow at the Oxford University Centre for Corporate Reputation. “Having three straight CEOs continue to lead a firm to strong performance is highly unusual — especially if all three are from the founding family.”

Tire industry analyst Nick Mitchell agrees. “By the time a family business gets to the third generation, it usually doesn’t end well,” says Mitchell, senior vice president of research for Northcoast Research Holdings, LLC, in Cleveland. “More often than not, you see it run into the ground.”

Kauffman’s on the road one to two days a week, visiting stores and looking for new sites. When he goes to one of his stores, he doesn’t mount a podium and pontificate. He talks to each associate individually. Being on the main stage doesn’t appeal to his quiet nature. “I like to put other people on the pedestal.”

He acknowledges the heavily advertised family name draws customers to the store, but that’s just the start, as he tells his managers. “There’s a lot of trust involved. I can tell any of the managers who work in that store the name will get customers in the door, then you’re the face of that store. How you guys succeed is how you handle yourself. We’re all accountable to one another to make sure we’re doing the best job possible.”

When he’s hiring, he says, “You look at their background, their technical capability, then you look at their personalities. There are a lot of people who can be technical and have that off the charts, but if they don’t have a nice personality, we’re in the people business, and if you don’t want to help people, this is not the right place to be.”

In other words, a nice man is hiring nice people. “What’s missing anymore in the service industry, across all industries, is being nice to people, being courteous. That’s one of those lost deals but it’s still relevant.”

And this is how a regional family-owned business has competed over the years with giant national competitors such as Firestone, Goodyear, and, historically, Sears.

“It’s all about the people,” Kauffman says. “We try to give our associates the best facilities to work in, the best training, and it really comes down to hiring friendly people and delivering what needs to be delivered professionally, on time, and being nice to people.”

Kauffman initiated a policy of “fix flats free” years ago, despite warnings it would cost \$300,000 or more in lost revenue. They’ll fix your flat no matter where you bought the tire.

“On the revenue end, it costs us a lot of money but at the end of the day the return we get off that for helping a customer in need, how many tires have been sold off that has far outweighed what we’ve lost in revenue,” he says.

Marketing the tire business

Although Kauffman has run marathons in the past, he's not doing the long distances any more. He gets up at 5:30 each morning and hits a local gym two to three times a week and still runs a bit.

His quiet exterior hides a deep-seated passion for the business his grandfather started. Most weeks, when he hits the road, he likes to drive, piloting through Georgia and Florida. The man who has spent his life around tires acknowledges one of his industry's biggest challenges is producing a tire tough enough to survive against today's crumbling American infrastructure, epitomized by potholes on roads and highways.

"The potholes are winning," Kauffman says. "I've lost four tires to potholes."

He tries different tires on his own car and won't declare a favorite. As for his customers, the most popular brands at the moment are Goodyear, Cooper and Toyo, from a Japanese company with a plant in White, Ga. The quality of tires has improved tremendously over the years, he says, and has closed the gap between brands.

Kauffman finds Terry College prepared him for every aspect of running his business, well beyond his accounting major: marketing for selling in stores and through advertising, management for running the business and dealing with employees, and real estate for finding locations for new stores.

More than 30 years after graduating, he looks back and says, "The thing that sort of resonated with me was marketing. I didn't really understand it until I took the course and it intrigued me." He advises Terry's current students to expose themselves to as many of the disciplines as possible "to figure out what really hits your hot button."

"You need to be accountable to yourself the very best you can in school because it will pay dividends down the road," he says.

Today, marketing is vital as his strategy going forward targets a key new demographic with advertising on the Internet, TV, billboards, radio and social media. He was an early adopter of the Internet and says it has paid off over the years.

He advertises heavily in conjunction with sports teams: the Braves, Falcons and Hawks in Atlanta and the Tampa Bay Rays, Bucs and Lightning, offering discounts on tires if the teams succeed. He only uses print advertising in small, rural areas where the local paper is still the only game in town. He long ago quit taking the paper at home, but uses the *Atlanta Journal-Constitution* app daily.

"The question is, how do you go after the Millennials? How do you connect? You hear a lot of things about the Millennials — they don't really want cars, they want to live, work and play in the same area. And I think over time that will change. As they decide to have kids, they will want

"It's all about the people. We try to give our associates the best facilities to work in, the best training, and it really comes down to hiring friendly people and delivering what needs to be delivered professionally, on time, and being nice to people."

— Mark Kauffman

to move. Cars, to me, are going to be around for a quite a while. I don't see any earth-shattering move yet until we get hovercraft or something like that. Not in my lifetime. It's still making a connection with Millennials and how to do it properly."

Importance of giving back

One great legacy John Kauffman passed on to Mark is an intrinsic desire to give back to the communities they serve and he does so in many ways. He gives to Children's Healthcare of Atlanta, the Junior Achievement Discovery Center, Habitat for Humanity, his Methodist Church, and other charities.

"I learned about giving back from my dad," he says. "He also taught me humility, which is something I really want to espouse."

One of Kauffman's long-time friends and fraternity brothers, Sherwood McDuffie (BBA '84), recalls Kauffman gave his father's eulogy in 2013 and emphasized how his dad had instilled in him the importance of giving back and helping the needy.

McDuffie, senior vice president of commercial banking for SunTrust Bank's Atlanta Division, has known Kauffman since 1980 and still stays in touch with him.

"Mark was always a real guy and he's the same guy since he's assumed the reins of his long-time family business," McDuffie says. "He's real down to earth and one of the most loyal people you'll find."

Kauffman has merged his philanthropic streak with practicality by forging his way into education. Two years



Mark Kauffman poses outside the Kauffman Tire located in Norcross. He is on the road once or twice a week, visiting stores and looking at locations for new ones.

ago, the company created a partnership with South Atlanta High School in a low-income area of southeast Atlanta to open the Kauffman Tire Automotive Basic Maintenance and Light Repair Lab. As soon as it was announced, the program was swamped with 120 applications from students eager to learn a trade.

“Our partnership with Kauffman Tire enables us to create and establish an actual career pathway from public education to well-paying jobs and careers,” said Atlanta Public Schools Superintendent Meria J. Carstarphen. Students who complete the course work can earn the Automotive Service Excellence industry credential.

Kauffman Tire also has a partnership with South Georgia Technical College in Americus that provides a 10-week program in automotive technology. South Georgia Tech has invested \$1.5 million into a new building for the program, which can train up to 40 students at a time. Kauffman Tire covers the cost of on-campus housing and meals, plus any tuition costs not covered by Pell Grants or the HOPE Scholarship. Graduates receive certification as automotive chassis and climate control specialists.

Kauffman didn’t marry until his 40s — “until he found a gem of a lady,” McDuffie says. Kauffman and Andrea married in 2005 at Sea Island. They have a son, 10, and daughter, 8. Kauffman happily spends many of his afternoon hours

taking them to their sports activities.

When the question of succession arises, he smiles and says at 55, he has a long way to go. It is a major issue in family businesses. The PriceWaterhouseCooper 2017 U.S. Family Business Survey said it had seen “an ongoing blind spot regarding succession planning and the requisite good governance that should underlie it. This disconnect speaks to the overall theme of this year’s survey report — the missing middle, e.g., the medium-term strategic planning needed to help ensure the family business thrives in the future.”

Kauffman Tire seems to have transcended that concern.

Kauffman’s brother-in-law, Tom Money, is vice president of the wholesale division. Kauffman has three sisters, but says their kids haven’t expressed an interest in the business. But he does note that his son “likes to go down to the warehouse and see the tires” in South Atlanta.

Kauffman’s legacy is deeply engrained. On a trip back to Ohio, he drove to Wooster to see the site of his grandfather’s original Texaco station. He was grateful it was still standing and had been converted into a pizza parlor. He talked with the owner and sent him a picture of the station from the 1930s to hang in the restaurant.

And how was the pizza?

“It was great,” he says. ■

First class of the SHAREHOLDERS' SOCIETY

The benefits are boundless.

There's the Terry Women's Initiative, a program committed to the recruitment, retention and advancement of students through their college careers and beyond, and since its inception has helped hundreds of women achieve academic and career goals.

Or the Entrepreneurship Program, giving students the tools they need to turn ideas into start-up ventures making a difference in the marketplace.

It could be the hiring of a rock-star professor, providing scholarship support or paying for students' international learning experiences.

A college sometimes doesn't know what it needs until it needs it, and a commitment to its future takes preparation and flexibility. The Shareholders' Society offers just that, giving donors the ability to assist Terry in appropriately responding to opportunities with versatile funds available for a variety of uses.

The gifts support the Terry College of Business Endowment for Excellence, helping to strengthen a college-wide endowment that is needed to compete effectively with peer and aspirational schools. The new program, set in place for perpetuity, is a top fundraising priority for the college.

Shareholders' members will have annual meetings and receive endowment reports from the UGA Foundation to follow the fund's performance. They also will hear from fund recipients to see the rewards of their gifts and enjoy the benefits of having a named fund at the foundation.

Among the members of the first class of the Shareholders' Society, which includes 10 gifts (one given anonymously), are business leaders who value the inspiration Terry College has made in their lives. By pledging their support, they help secure a long-term investment in the college.

Here's what they had to say.

— Ed Morales



Brantley (BBA '76) and Sharon Barrow (BBA '76)

It was important to Brantley, former CEO of DPR Hardin Construction, and his wife Sharon that students gain much-needed experience outside a classroom setting. "Our gift to the Endowment for Excellence will allow current and future students to realize experiences beyond the classroom which will allow them to become more knowledgeable and well rounded, ultimately leading to a more fulfilling career," they say. "With the cutbacks in state funding, we recognize that unrestricted, endowed gifts will give the current and future leaders of Terry the ability to invest in our students where the needs and results are the greatest."



Glenn (BBA '69) and Nancy Black

"Fortunately, we're all privileged to be able to support a business school that has already proven itself in terms of the quality of its programs, overall performance, and commitment to its mission," says Nancy and Glenn, retired CFO of Kennestone Hospital in Marietta. "That established track record makes it easier to offer support in a more general sense and be able to rely in confidence on the university to identify areas of the greatest need and opportunity. The expectations are that the Terry programs and faculty will continue to be highly respected and recognized and its graduates will enjoy a fantastic student experience and achieve success in the business world."



Grant Garbers (BBA '86)

"I just hope to play a small part in Terry affording other young people an opportunity to fulfill their dreams and aspirations," says Grant, managing director of Headwaters MB, about his gift to the Shareholders' Society in the name of the Garbers family. "I cannot see how the college experience could be any better than at Terry and UGA. I greatly appreciated the willingness of the professors to spend one-on-one time with me as well as support my efforts during my initial job search."



Suzanne (BBA '80) and Brad Henke

"I have been very fortunate in my career and in my life and I believe Terry played a big part in that," says Suzanne, who graduated with a marketing degree. "My time at Terry exposed me to different areas of business and helped me identify many of my likes and dislikes and my strengths and weaknesses. I was challenged and encouraged to explore opportunities. When I entered the business world, I took the lessons I learned from Terry and used them to enjoy a fun, challenging and rewarding career. I now want to give back."



Mark (BBA '84) and Andrea Kauffman

For Mark, CEO of Kauffman Tire and first donor to the Shareholders' Society, his favorite memory of Terry College "was getting into different disciplines in business school and going through real estate, marketing, accounting — learning the different disciplines and being able to see how they clicked when I got out in the business world. You need them all."



Mark S. Mahoney (BBA '83)

Mark, co-founder and CEO of Jackrabbit Technologies, is never too far away from the college. "I really enjoyed my time at Terry and have kept in touch with several of my professors over the years," he says. "I have also been a member of the MIS Advisory Board and really enjoy helping students kick off their career." He also remembers his time on campus, adding "I remember walking on North Campus in the spring and really enjoying the warmer weather walking from the library to Brooks Hall."



Kevin Marsh (BBA '77)

"My education at the Terry College provided me with the perfect foundation for my career," says Kevin, chairman and CEO of SCANA Corp. who was a 2015 Distinguished Alumni Award winner. "While my major was accounting, my exposure to other business disciplines has been invaluable as career opportunities presented themselves. I want my gifts to help other graduates experience these same opportunities and achieve success," adding "I want my unrestricted gift to help ease this burden for deserving students."



Bonney Shuman (BBA '80)

Bonney, whose gift is in the name of the Shuman family, is co-founder of Stratix Holding Corp. and served as its chairman and CEO. She remembers her time at Terry fondly and wants future generations to benefit from what it has to offer. "One of the greatest memories is from passing statistics (darn that was hard!)," she says. "I did love my commodities class because we worked as a 'team,' which was a nice change, and we got 'real world' experience rather than just information from a book. ... I'd like to see Terry have an endowment that puts the college in a better position, I'd like to see Terry continue to develop innovative offerings for our students so that they are better prepared for life after graduation."



Travis (BBA '75, MAcc '77) and Margaret Storey (BBA '75)

"Both of us have had very successful careers which have surpassed our dreams and expectations," says Travis, who was the office managing partner of both Arthur Andersen's and KPMG's Jacksonville offices, and Margaret, who was an executive with Barnett Bank and Bombardier. "We feel very fortunate that our experience at Terry provided a strong foundation and prepared both of us to be very successful, not only from a technical standpoint but from an interpersonal and leadership perspective as well. We feel that we owe a great deal of our success to Terry and we are very fortunate to be able to give back." ■



THINKING DIG

After traveling down several career paths, Extreme Sandbox owner Randy Stenger (BBA '00) thoroughly enjoys the entrepreneurial life.

By Chris Mikko



Photo courtesy Extreme Sandbox

It started with a child's observation.

Randy Stenger was driving past a construction site with his children in tow seven years ago when his oldest son, who was 9 at the time, pointed out the window and shouted, "Hey dad, wouldn't it be fun to play on that stuff?!"

Stenger's response: "Heck, yeah it would!"

And with that, the light bulb went off. As Stenger notes, the idea seemed "a little crazy," but it stayed with him.

Fast-forward to today. Stenger owns and operates Extreme Sandbox, a Minnesota-based company that's essentially a big kid's playground, one where adults rent time on bulldozers, excavators, wheel loaders and the like. Now in its fifth year, the company boasts a 10-acre site in Hastings (20 miles outside the Minneapolis-St. Paul metro area) and another at a resort in Pottsboro, Texas. Both locations attract customers from around the world and business continues to grow at a rapid pace. The operation also garnered local and national press attention with Stenger successfully pitching the concept to a pair of high-profile investors on ABC-TV's *Shark Tank*.

By any measure Extreme Sandbox is a remarkable success. But Stenger isn't content — one reason is his restless entrepreneurial nature, another is how thoroughly he's enjoying his venture.

"When someone asks what I do, I tell them I'm a kid at heart — I get to dig in the dirt for a living," he says. "And people pay me money for it!"

But he also knows how easy it is for dreams to get stuck in the mud.

False start

Born in Wisconsin, Stenger and his family moved to Atlanta shortly before he started high school. After graduation, the University of Georgia was a natural destination and at the time he'd mapped out his future. The plan: Study law enforcement, graduate in four years, land a job as a police officer.

It didn't work out that way. As can happen

with some freshmen, Stenger struggled adjusting to college.

"I failed out after my first year," he says. "I'd attended a small private high school, and it was a shock to go to a large public university. I just fell through the cracks.

"I felt like a failure," he adds after a moment. "I thought I was just lazy."

But Stenger's family wasn't as convinced. At his father's urging, Stenger saw a doctor who diagnosed him with attention deficit disorder, prescribed medication and set up a treatment plan. The results were tangible and nearly immediate.

"I'd been a C student all through high school," Stenger recalls. "But that fall I enrolled in a local community college and got straight A's for the first time in my life. It was an amazing turnaround."

The next step: He reapplied to Georgia, was readmitted and resumed work on becoming a police officer. But a chance conversation with a professor shifted his direction. "He convinced me not to get a criminal justice degree," Stenger says. "He said a police department would train me, and that a business degree would be handy if I ever wanted

to do something else."

It turned out to be sage advice. Stenger landed a job on the Colorado Springs, Colo., police force after graduation — and the department provided him with all the training he needed. "I enjoyed it, and I'm grateful I did it," he says. "It made me a better person. But I also saw lots of older, burnt-out officers who were mostly putting in time to get their pensions."

After five years on the force, he was ready for a change.

Fresh start

A casual passerby could easily mistake Extreme Sandbox's flagship location for a construction site. Set in a bluff-lined valley a few miles outside of Hastings, it's basically a sizable dirt lot fronted by a new, metal-roofed building attached to a massive, double-doored garage. Komatsu-brand heavy machines are scattered about the lot.

But there's one giveaway this isn't a construction zone: The orange, white and black Extreme Sandbox sign on the building's exterior. Step inside, and that branding

A customer at Extreme Sandbox moves some earth around at the company's site in Hastings, Minn. *Photo courtesy Extreme Sandbox*





An instructor at Extreme Sandbox guides two bulldozers at the site in Hastings, Minn. *Photo courtesy Extreme Sandbox*

comes to life. The space is spotless and the company logo is omnipresent — on a huge banner, T-shirts, hats, toys and more. The attention to detail is impressive. It's also a byproduct of Stenger's post-police force experience.

After moving to Minnesota from Colorado to raise a family, his degree from Terry College turned out to be quite handy. Stenger moved into retail with the Target Corp. in 2006 and started in store management, a role he says taught him crucial lessons about branding, customer service and other elements of the trade. By 2009 he was ready for more.

"I saw a listing for a corporate job with the title of Business User Consultant — Stores Enterprise Data Warehouse," he says with a laugh. "I had no idea what that meant, but I decided to apply. I was terrified, but I took the leap. I thought: What's the worst that could happen? I'll give it a try."

It turns out the position was essentially a business intelligence role. Target was compiling reams of analytics on its stores, but needed someone to translate the data into actionable insights. Stenger's store management background made him an ideal fit. He enjoyed the job and planned to stay at Target — until that day he drove by the construction site with his kids.

"Like I said, it seemed a little crazy, but there was something there," he says. "I remember how the Terry College of Business' classes and professors challenged me to think outside the box. One of my favorite sayings: If people don't laugh at your idea, it's probably not big enough. If it's not creating an awe factor — or making people think you're crazy — it's not big enough. All of that goes back to my education. Don't stick with the tried and true. Do something different."

The idea certainly seemed big and awe-inspiring enough, but Stenger was initially a bit wary. That caution started to fade the more he researched the idea.

And then he and his brother visited an equipment dealership.

"They let us drive a small excavator around the parking lot," he recalls. "It was the coolest experience ever. We were smiling and high-fiving each other for three days afterward. And we only drove the thing — we didn't even get a chance to really do anything cool with it."

While Stenger knew the idea had potential, he took a conservative approach. He kept his corporate gig and worked nights and weekends to get Extreme Sandbox up and running, not seeking outside funding. "People assume

this was a six-figure startup,” he says. “The truth is that I got it going with less than \$30,000.”

How? He rented 10 acres of land, leased some equipment, and set up shop in an old construction trailer. After a year of setup work and plenty of 100-hour weeks, Extreme Sandbox opened for business on April 7, 2012.

“I remember our first customer,” Stenger says. “It was a young woman who drove a skid-steer. When she got out of the vehicle, she said, ‘My face hurts from smiling so much!’ That’s when I knew this was going to be huge.”

Digging a niche

Still, Stenger remained prudent. He kept his day job, only opened Extreme Sandbox on the weekends, and operated out of a trailer with a pair of part-time employees. But as demand grew he took the next leap and by the end of 2012 felt confident enough to leave Target. There was another reason: Thanks to Stenger’s savvy management, the company was in the black since it opened.

“We’ve been cash flow-positive since year one,” he says, “primarily because we’ve kept our expenses as low as

A customer celebrates after her time on the large machinery at the company’s site in Hastings, Minn. *Photo courtesy Extreme Sandbox*





Extreme Sandbox owner Randy Stenger makes his pitch in January 2016 to the panel of investors on the ABC-TV show Shark Tank. The segment led to a 20,000 percent spike in visits to the Extreme Sandbox website. *Photo courtesy Shark Tank*

possible.”

He ditched the trailer in favor of the new building and was able to secure an official equipment sponsorship from Komatsu America, a move that helps tamp down costs. He also puts his Target experience to use.

“We’ve built a really strong brand, and we make use of analytics,” he says. “And we’re still committed to smart cost management. For example, we’ve centralized our managerial operations. Our website upkeep and all reservations inquiries — including for our Texas site — are handled through the Minnesota location. That frees up our instructors in Minnesota and Texas to focus on instruction. And that helps make each guest’s experience ideal.”

The focus on customer experience will prove critical in the years ahead — as Stenger notes, Extreme Sandbox isn’t the only company in the space.

“People say this is a brilliant idea,” he says. “The first thing I tell them is that we’re not the first or the only ones to do it. We’ll have more competitors. We’re aware of that. But we’ll always be the best.”

Plowing ahead

Confident? Sure, but Stenger has earned it. Extreme Sandbox’s healthy balance sheet and growing customer base make it well-positioned for growth. And his January 2016 appearance on Shark Tank certainly didn’t hurt. The

8-minute segment led to a 20,000 percent spike in Web traffic — and more importantly, helped boost sales by a stunning 180 percent over the previous year.

Extreme Sandbox has continued on that roll. Stenger has plotted out potential new locations with an eye on major U.S. metro areas.

He’s also cultivating a lucrative niche with corporate team-building events while planning to diversify with “edutainment.”

“That’s our future. The term comes from the software industry and children’s learning games,” Stenger says. “But we want to be the operation that does it in real life. We want to give an authentic experience to someone on a real training tool. Right now we provide that with heavy equipment. We’re working with Komatsu to provide high schools students with training in that realm. But it could be anything. I’d love to be able to land a 747. You can’t do it in the real world, but you have simulators for that. Will we do that? Maybe.”

Wherever the future takes Extreme Sandbox, Stenger is clearly enjoying the ride.

“People sometimes ask if I’ve thought of selling the business,” he says. “My response is always: Why would I sell!? I play for a living. I get to fulfill dreams and provide bucket-list experiences for people. I have the best of all worlds.” ■

UGA's Rhodes Scholar

Determined to Make a Difference



Laura Courchesne said she found her voice at Terry College.
Now she heads to Oxford ready to lead and seek solutions to real-world problems.

By Lori Johnston (ABJ '95)

From the start, Laura Courchesne always felt at home at the Terry College of Business.

As a freshman she embarked on a research project with David Mustard, Josiah Meigs Distinguished Teaching Professor, about the economics of crime. Studying the factors for recidivism rates among prisoners with underlying mental health issues was an early defining moment for her at UGA.

“That’s how I started down the path of looking more at violence and moral decision making and how we can model decision making for violent groups in conflict settings,” she says. “For me, it just was this ability to start doing research right away. It empowered me to start looking at things in my own way and explore different ideas.”

For Courchesne, a Foundation Fellow from New Jersey, that immediate feeling of home is taking her places. Named in November as UGA’s newest Rhodes Scholar (the third Terry student since 2008 to receive such an honor), she’s taking what she learned in Terry about economics, leadership and big data to Oxford this fall.

Named the Terry Alumni Board Student of the Year, Courchesne graduated in May with AB degrees in economics and religion and is pursuing a Master of Philosophy in Development Studies in the two-year Oxford program as she focuses on the role of resources and aid in contemporary armed conflict.

Courchesne tailored her college career to gain the academic foundation and research experience in fields such as economics, psychology, international affairs and religion, including a Center for Undergraduate Research Opportunities fellowship, which all prepared her for the Rhodes experience.

“It is extremely rare for a student to be so skilled and interested in each of these areas that she can perform at such a high level in these varied contexts,” Mustard says.

Terry College courses, such as econometrics and social network analysis, strengthened her quantitative skills and ability to analyze the effect of broader economic trends.

“I’m so passionate about the work that I’m doing that it never really seems like work,” she says. “I’ve always felt like I can connect it to my future goals and what I want to do long-term.”

Courchesne applied those skills and principles of behavioral economics to research roles with the International Committee of the Red Cross, Oxford’s Institute of Cognitive and Evolutionary Anthropology, and the Empirical Studies of Conflict Project at Princeton’s Woodrow Wilson School of Public and International Affairs. Her long-term goals are to develop models of violent group dynamics and decision-making that can be

applied to military and foreign policy.

“A differentiator for me is how much excitement comes through in the way she talks about learning and understanding and how much enthusiasm she shows for being engaged in solving real-world problems,” says Chris Cornwell, head of the Economics Department.

Mustard describes Courchesne as an “academic entrepreneur” who combines academic fields and methods to study problems involving conflict.

“What’s great about Terry is that we have so many amazing academics,” Courchesne says. “The Economics Department is fantastic and the research they’re doing is fantastic, so it’s been great to have that blend of both practical skills and application along with some more theoretical components.”

Her first year at Oxford will include courses in economics, history, politics and sociology to further learn how people in impoverished countries view themselves and how introducing aid can be most effective in changing behaviors and promoting economic growth and stabilization.

She plans to continue to work for Oxford’s Changing Character of War Programme, where she researched as an undergrad how environments, resources, civilians and the presence of formal governance shape the organizational framework of non-state armed groups.

In summer 2018, she will conduct field work in her own individualized program that will be the basis of her thesis, possibly traveling to Afghanistan, Pakistan or China. She will complete her MPhil in 2019.

Along with delving into reading assignments before the fall semester begins at Oxford, she hopes to build on the field work she conducted last summer in Indonesia with another visit to the country. This summer, she also plans to participate in the Hertog War Studies Program — hosted by the Institute for the Study of War — in Washington, D.C., and her second time facilitating an Oxford leadership conference with top officials in foreign militaries, including Colombia and Pakistan.

Courchesne set high goals not only for her future, but in her Terry courses and as a Leonard Leadership Scholar, says management professor Laura Little, director of the Institute for Leadership Advancement. ILA’s mission is to develop values-based, impact-driven leaders.

“Laura is probably the definition of that. She has clear focus on both — values and impact,” Little says. “She’s very determined in making a difference. It’s not a drive for personal recognition or personal success. It’s really a drive to make a difference in the world, to understand the world better and to add value to it. She knows who she is and what she wants to do.” ■

Laura Courchesne is the University of Georgia's 24th Rhodes Scholar and third Terry College student since 2008 to receive the honor. She was named the Terry Alumni Board Student of the Year (following page), congratulated by Terry College Dean Benjamin Ayers. Photos by Cassie Wright

“They’re always there to point me in the right direction,” Laura Courchesne says of Terry professors who helped guide her to Oxford. “It’s definitely a huge group effort of people that have supported me over the past four years and really helped me find my voice and figure out what it is that I want to do.”



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Terry College of Business
UNIVERSITY OF GEORGIA



ALUMNI AWARDS AND *Gala*

By Kent Hannon

Terry's annual Alumni Awards and Gala is the signature event on the college's social calendar, but the black-tie evening is also a time for taking stock of where the college has been and where it's headed.

Themed "Commit to Terry, Commit to Excellence" this year, the Gala continues to set new fundraising benchmarks, helping improve the college's already high standards.

Held at the InterContinental Buckhead on April 22, the event kicked off with the Dean's Reception in the hotel's courtyard, where the 660 attendees were able to mix and mingle on what proved to be a clear and cool Atlanta night. As famed Athens painter and UGA grad Jamie Calkin live-painted the event, a room just off the ballroom was full of items (including an African Safari trip, a Kirby Smart-signed Bulldog helmet and SWAT training) for the silent auction, which guests could bid on using their cell phones.

Guests moved into the expansive ballroom for dinner, and following a trumpet solo, this year's program opened with Alumni Board co-chairs Christopher Brown (BBA '87) and Travis Hannon (BBA '00) noting a record level of Gala sponsorships was achieved. Later in the evening, Dean Benjamin Ayers announced proceeds from the 2016 and

2017 Galas — in combination with a \$500,000 match from the UGA Foundation — will fund a new Terry College professorship at the \$1 million level which will bear the name of the Terry College Alumni Board. "This gift represents one of Terry's highest needs — attracting and retaining talented faculty," Ayers said.

Gala night programs are also noteworthy for their ceremonies and commemorative videos honoring students as well as the Distinguished Alumni and Outstanding Young Alumni award winners.

This year's alumni recipients included retired AT&T executive vice president Debbie Storey (AB '80, EMBA '06), Chick-fil-A vice president David Salyers (BBA '81), and Chick-fil-A Senior Consultant of Innovation and New Ventures Michael Patrick (BBA '03). The three honorees told the packed ballroom about their connection with Terry College and how that tie propelled them into successful business and civic careers.

Following the acceptance speeches, the crowd spilled out to a courtyard after-party featuring a live band, smiling guests and a special ice cream treat.

It was a fitting end for another sweet Gala night for Terry College. ■



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- 1 Redcoat Band alum Michael Snell opens the Gala with a trumpet version of "Battle Hymn of the Bulldog Nation."
- 2 Alumni Board member Carla Williams and Dean's Advisory Council Chair Betsy Camp with current student Carmen Williams.
- 3 Former Georgia football players and UGA alums Marshall Morgan and Kenneth Towns talk with former Bulldog basketball player Donald Hartry.
- 4 This year's alumni award winners are David Salyers, Debbie Storey and Michael Patrick. See profiles on subsequent pages.
- 5 UGA alums Bill Brooks and Abby Wilson take to the dance floor during the Gala after-party.
- 6 Development and alumni relations staff members (from left): Laura Hogan, Lynsee Hamby Miller, Andrea Burruss and Natalie Glenn.
- 7 Former Georgia football coach Ray Goff, Mary Harrison, Carol Stewart and Dean's Advisory Council member Brother Stewart.
- 8 UGA President Jere Morehead addressed Gala attendees about recent university successes.
- 9 UGA graduate and famed Athens painter Jamie Calkin live-painted the Gala. *Photos by Blane Marable and Jason Thrasher*

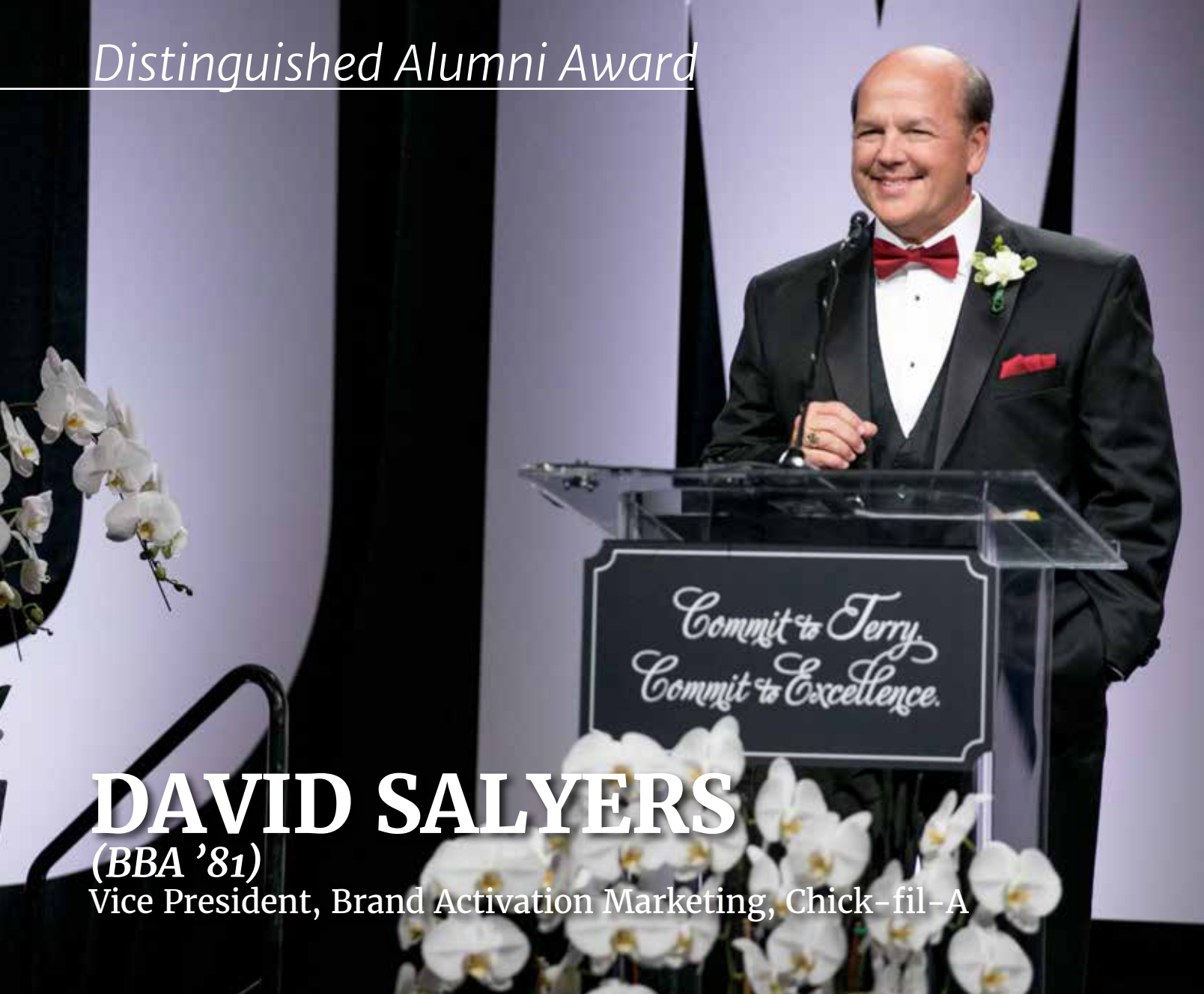


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Distinguished Alumni Award



DAVID SALYERS

(BBA '81)

Vice President, Brand Activation Marketing, Chick-fil-A

The most popular, oft-told version of David Salyers' Chick-fil-A success story begins with him graduating from UGA on Saturday and working for Chick-fil-A the following Monday.

"The real truth," says David, "is that I graduated from UGA on Saturday morning — and went to work for Chick-fil-A that afternoon. I was an unemployed college graduate for about four hours."

If you visit David at Chick-fil-A's sparkling high-tech Atlanta headquarters — where his title is vice president of brand activation marketing for a fast food company that has increased its profits for 49 consecutive years — it may be instructive to know David's first office, where he started Chick-fil-A's training program on his graduation day in 1981, was located in a converted air freight warehouse. Both he and Chick-fil-A have come a long way since then.

"Talk about getting in on the ground floor," says David.

"I've held so many jobs at Chick-fil-A that I can't count them all . . . and no job that I've held had ever been done before I did it. When I started at Chick-fil-A, we had a two-person marketing department and our profits were \$50-\$60 million a year. Today, we have more than 200 people in our marketing department, we have a 97 percent retention with people we hire throughout the company — and we'll do \$9 billion in sales this year."

The backstory of how David got his foot in the door at Chick-fil-A began during his tenure as president of UGA's Alpha Tau Omega fraternity, which brought him under the watchful eye of Coca-Cola executive (and former ATO president) Earl Leonard. Years later, David's son Nick would distinguish himself as a member of Terry's prestigious Leonard Leadership Scholars program.

But as far back as 1980-81 when he was ATO president, David Salyers was able to monetize what he learned from

Mr. Leonard — turning an ATO chapter \$150,000 in debt into a profit-making enterprise.

Another ATO who helped open doors for David is Terry College classmate Woody Faulk, now vice president of innovation and new ventures at Chick-fil-A. As luck would have it, young Woody Faulk attended a Sunday school class taught by Chick-fil-A founder Truett Cathy.

“Woody ended up introducing me to Truett my junior year in college, and that led to Truett calling me about six months later. And he said, ‘Hey, I’m coming up to the University of Georgia, I’m going to be speaking to a marketing fraternity, and I wanted to know if you would go out to dinner with me and then you can come hear me speak.’ I said sure, and I became more and more enchanted with him every time I met him.

“So a couple days later, I got a handwritten note from him inviting me to the Chick-fil-A national convention. I was a starving college student, barely had enough money to buy a slice of pizza on Friday night — and this was an all-expense-paid trip to a resort!”

David fell in love with Chick-fil-A at the national convention, and has held high-profile jobs from one corner of the business to the other — from marketing to advertising to operations — ever since.

According to the American Customer Satisfaction Index Restaurant Report 2016, Chick-fil-A is the highest-ranked fast food restaurant in the country when it comes to customer satisfaction. And the company is at or near the top in rankings of U.S. brands across all corporate sectors.

The story of how Chick-fil-A became America’s favorite would fill a B-school textbook, but the essential facts are these:

When Truett Cathy and his brother Ben returned from serving in World War II, they opened a diner in Atlanta called The Dwarf Grill, which was later renamed The Dwarf House. That’s where the Cathys came up with the idea for the chicken sandwich, which would later anchor the Chick-fil-A menu. Hence the company motto, “We didn’t invent the chicken . . . just the chicken sandwich.”

The first Chick-fil-A branded restaurant opened in Atlanta’s Greenbriar Mall in 1967, the Chick-fil-A cows made their debut in 1995, and have become an American marketing phenomenon.

“The cows made their debut in Chick-fil-A restaurants in July 1996,” says David, “and we knew we had a hit when we had to keep going back to the printer to restock those cardboard placards of the cows. I’m not saying our customers were stealing them . . . they were merely creatively relocating them.”

Nick Salyers (BBA ’16) was a valued member of the UGA men’s swimming team, and the recent Terry College graduate was among those who nominated his father for Terry’s Distinguished Alumni Award.

David is a member of the Terry Dean’s Advisory Council, and played a leadership role in Chick-fil-A’s grassroots employee campaign to raise \$1.2 million for the S. Truett Cathy Leadership Suite, which will house Terry’s Institute for Leadership Advancement and the Leonard Leadership Scholars program in Terry’s new Business Learning Community.

“I see how much the Leonard Leadership Scholars program has impacted kids,” says David. “We literally almost use that as a screening device now at Chick-fil-A. Every intern or full-time staff member that we hire at

Chick-fil-A seems like comes out of that program. And they all talk about what a life-changing program it is. When I see something that’s changing lives, it’s like a magnet. I’m drawn to it and I want to support it. My son Nick was selected for the Leonard Leadership Scholars program — and he would tell you that it was the single most impactful thing he did during his undergraduate time.”

— Kent Hannon

David Salyers knew the cows would be a hit at Chick-fil-A when they had to keep restocking the cardboard placards because customers were “creatively relocating them.”

Photo by Jason Thrasher



Distinguished Alumni Award

A photograph of Debbie Storey, a woman with blonde hair, wearing a black top, speaking at a podium. A microphone is in front of her. In the background, another person is blurred.

DEBBIE STOREY

(AB '80, EMBA '06)

Retired Executive Vice President/Mobility Customer Service, AT&T

Over the course of a trailblazing 34-year career at BellSouth in Atlanta and AT&T in Dallas, Debbie Storey held so many different positions in the telecom giant's chain of command that she has to consult her résumé to enumerate them all.

Turns out, there were 19.

"I guess you could say I was versatile," says Debbie, who was executive vice president for mobility customer service when she retired from AT&T in 2016. "My career played out in a number of corporate sectors — manufacturing, engineering, sales and sales support, distribution, real estate, advertising, and supply chain. But my focus was always the same — to drive things forward and make things better."

If you ask Debbie what her favorite tour of duty was, she doesn't hesitate.

"Chief diversity officer was my dream job," she says, "because I had the ability to affect the way 280,000 AT&T employees felt about the company — and their place in it. When I became chief diversity officer, the company had 11 employee resource groups with 12,000 members. Three

years later, we had 15 employee resource groups with 100,000 members."

Debbie Storey is an inspirational leader who was a friend and mentor to all who worked for her. At national employee resource group conferences — attended by 2,000 AT&T staff members who paid their own way to Dallas — Debbie typically functioned as both emcee and spirit leader, showing the same level of organization, strategic direction and enthusiasm she first exhibited as varsity cheerleader captain at Ridgeview High School in Atlanta. When she retired from AT&T, the Women of AT&T showed their appreciation for Debbie's efforts on inclusion by presenting her with a testimonial, which read in part:

"Your vision transformed us all and laid the foundation for AT&T being recognized as Diversity Inc.'s Number One Company for Employee Resource Groups."

Born in Boston while her father was getting his MBA from Harvard Business School, Debbie and her family hopscotched across the eastern half of the country — living in Pittsburgh, Philadelphia and Chicago — while her dad was a sales VP for Exxon.

Bill Gohr also had an entrepreneurial bent. He sold steel equipment, ran a Chevrolet Corvette parts distributorship and at one point served as chairman of the National Corvette Restorers Society — which is why Debbie inherited his 1963 Corvette convertible.

When Debbie was in sixth grade, her father quit the oil business and moved his family to Atlanta, where he opened an Italian restaurant.

“My father thought he knew everything there was to know about business,” says Debbie, who is the oldest of four close-knit sisters. “But it was my mother — a former Army nurse — who kept the restaurant books, built relationships with customers and suppliers, and smoothed things over when my dad caused problems. Some of the most important lessons I learned during my college years came from our family restaurant chain — where I served as vice president and general manager for six different venues in Atlanta while I was going to school full-time in Athens.”

Debbie’s introduction to the communications company that would occupy the entirety of her professional career began as an entry level customer service clerk at an Atlanta printing company whose principal client was BellSouth.

“We printed the phone book,” says Debbie, “and we did such a good job that eventually we were bought out by BellSouth.”

Over the course of those 19 different positions at BellSouth — and then at AT&T after divestiture in 2009 — Debbie was a real difference-maker for women.

“I was the only female at the senior vice president’s table . . . and the president’s table . . . and the CEO’s table,” she recalls. “And I was a single mom at the time, so there were inherent challenges there, too. But I worked with a group of

male colleagues who were wonderful people!”

In 2005 when Debbie was vice president of operations for BellSouth advertising and publishing — reporting directly to the company president — she decided that, despite her successes, it was time to pursue an EMBA.

“HR recommended two EMBA programs — one at Terry and another at Harvard,” she recalls. “I explored both programs and the decision was a no-brainer. I chose Terry because its EMBA program had a leadership component.”

Not long after Debbie completed her EMBA, she was promoted to senior vice president and transferred to the company’s headquarters in Dallas.

“My EMBA made the difference,” she says. “The knowledge I acquired and what the EMBA said about my commitment to hard work and lifelong learning . . . I don’t believe I would have been given many of the opportunities that came my way were it not for my Terry MBA.”

“There’s a popular notion that Debbie Storey has never failed at anything,” says nominator Peter Vig. “But I know for a fact that she is currently failing at something . . . retirement!”

Never one to rest on her laurels, the first thing Debbie did when she left AT&T was write a book — *Don’t Downsize Your Dreams: Leadership Inspiration for Women*. She is affiliated with the artificial intelligence company, Afiniti, and continues to serve as a board member of the AT&T Performing Arts Center in Dallas despite moving to a new home in St. Petersburg, Fla., with her husband Jay.

A frequent keynoter at UGA events such as the Bulldog 100 banquet and Terry’s Women’s Initiative, Debbie is also a member of the Terry Dean’s Advisory Council.

— Kent Hannon



Debbie Storey retired as executive vice president-mobility customer service at AT&T in 2016 Photo courtesy AT&T

Outstanding Young Alumni Award

MICHAEL PATRICK

(BBA '03)

Founder, Thanks Geoffrey
Senior Consultant, Innovation and New Ventures, Chick-fil-A

Michael Patrick's eureka moment occurred during the public phase of the Building Terry campaign with \$15 million still to be raised before the college's new Business Learning Community passed the \$70 million mark.

"The end of the public phase is where you shake all of the trees in order to reach your goal," says Michael (BBA '03), who was Young Alumni Board chairman at a pivotal time when the college counted on its under-35 alumni to make meaningful contributions for the new six-building business school home.

But how, Michael wondered, do you galvanize a loose-knit group of young business professionals into a fundraising entity when many of them are not remotely close to their peak earning years?

Looking at a map of Building Terry regional funding centers and targeted metropolitan areas — each of which would surpass their \$1 million fundraising goal — Michael turned to fellow board member Asa Candler (BBA '09) and said:

"What if YAB were a city?"

The challenge Michael threw out — go bold, or go home — was just food for thought when he, Asa and YAB planning committee members first discussed it. But for Michael, a recent Chick-fil-A hire who talked his way onto the Georgia basketball team as an undergraduate and ended up in the starting lineup, life is a lot more interesting if you present yourself with major challenges.

He admits there was initial skepticism from some board members.

"They said, 'A million dollars? Are you kidding?' But a million dollars has such a nice ring to it and I was convinced we could get to a million!" Michael says. "Blake Bruce, a former YAB chair, had just made a \$100,000 pledge over five years. That was an inspiration, but it also made some people nervous. When we talked to Blake about it, he said, 'I am passionate about Terry and committed to making a gift; I asked my family if they would contribute whatever they could as a Christmas gift to me that year, and then I asked my company to match the gift. There are a number of ways to make meaningful gifts work.'"

As it turned out, the biggest obstacle wasn't young alums'

earning power. It was figuring out how a “meaningful gift” should be defined for a population of 30-somethings, many just 10 years removed from graduation.

“We came up with \$5,000 over five years as the definition of a meaningful gift, and we got started by asking senior board members to host young alumni private gatherings at their homes,” says Michael, whose résumé includes stints at Wells Fargo, Goldman Sachs, and The Carroll Organization before joining Chick-fil-A’s year-old Beyond the Restaurant team in November.

The committee asked Mike Ivey (BBA ’86) to host the first private gathering and the event raised \$25,000.

“OK,” said Michael. “We have a recipe for success here.”

But a crash course in Development 101 was still necessary.

“Buying bricks and pavers for the new Business Learning Community was important . . . but we needed people to make significant gifts of \$5,000 to \$10,000,” says Michael. “So we put together what we called the A.S.A. Team because Asa Candler was a significant force throughout this whole endeavor — and we turned his name into an acronym for ‘A Significant Ask.’”

The campaign then gained momentum, but with \$400,000 still needed to be raised Michael refused to take his foot off the gas.

“At one point, I was calling people who didn’t go to Terry . . . didn’t even go to UGA, in some cases. Just friends of mine who I was pretty sure would at least buy a brick for \$250. My friend Kurt said, ‘You know I went to Bucknell, right?’ And I said, ‘You’re not focusing on the right thing, Kurt. My dad went to Bucknell, but I need you to buy this brick for Terry!’”

Michael remembers what it felt like to click on an email from Director of Annual Giving Emma Holman, who delivered the good news that YAB’s million-dollar campaign reached its goal:

“I almost blacked out!” says Michael.

Michael’s leadership was no surprise to those who knew him as Alpha Phi Alpha fraternity president at UGA and then president of his MBA class at UNC-Chapel Hill. If you’re curious who inspired this quietly charismatic and self-possessed young man . . . well, it’s a long list. It includes his father, a former Army Ranger who now builds schools for military bases and his mother, who taught science and math. His sister Sanchia is also an overachiever, serving as student government vice president and homecoming queen when she was at UGA.

Among Terry alums, Michael points to four who went out of their way to mentor him: Barbara Hampton (MBA ’06), Cecil Cook (BBA ’75), Rick Griffin (BBA ’77) and Jason Brady (BBA ’92). Here’s what he has to say about each of them:

“Barbara Hampton was my Alumni Board mentor for a

year. She is incredibly busy as CFO of a major company, but she has never cancelled a single meeting with me. I don’t make many important decisions without talking with her first.”

“Cecil Cooke has my grandfather’s caring spirit. He has the biggest heart.”

“Rick Griffin gave me incredible business advice. He once cleared an entire eight-hour day for me!”

“Jason Brady is a phenomenal business mind, and he’s also the kind of guy who energizes you. I always feel better when I’m around him.”

Taken collectively, Michael adds, his Hampton-Cooke-Griffin-Brady brain trust “is an example of the kind of education you can get both inside and outside the classroom at Terry. I owe so much to this college.”

— Kent Hannon



Michael Patrick served as the Young Alumni Board chairman at a pivotal time, and more than proved to be up for the challenge. Photo by Jason Thrasher

CLASS NOTES

1960-64

Don Grantham (BBA '62) of Augusta was presented with the Lester S. Moody Award of Excellence, the highest honor given by the Augusta Metro Chamber of Commerce.

1970-74

Frank (Lynn) Dempsey (BBA '73) of Rome was named commissioner of the Georgia Real Estate Commission after his nomination by Gov. Nathan Deal. He is the former president and managing broker of Dempsey Auction Co., the past president of the Georgia Auctioneers Association and was named to the Georgia Auctioneers Hall of Fame.

1975-1979

Jack P. Gibson (BBA '77, MBA '79) of Dallas, Texas, was presented a Certificate of Appreciation by the Tort Trial and Insurance Practice Section (TIPS) of the American Bar Association recognizing the 20-year collaboration between his company and TIPS, which has provided funding for the TIPS Scholarship Program. Jack is president and CEO of International Risk Management Institute Inc. and CEO of WebCE Inc.

Ronald Giomi (MBA '77) of Columbia, S.C., was named VP of litigation and liability claims within

the claims division of Seibels Claims Solutions Inc.

Kevin Knox (BBA '77) of Dallas, Texas, in his 20th year of service at Southern Methodist University, was honored in November when the Cox School of Business Alumni Association Board of Directors announced an endowment fund in he and his family's name — The Tryna and Kevin Knox Family Alumni and External Relations Endowment. Kevin is assistant dean-external relations and executive director of the Cox Alumni Association.

1980-1984

Griff Moody (BBA '81) of Alpharetta joined Alliant as SVP within the company's construction services group. He previously served as managing director at Marsh.

Ted Young (BBA '81) of Alpharetta joined Alliant as SVP within the company's Alliant Americas middle market division.

Holden Anthony Davis (BBA '82) of Paris, Ill. was named a partner-in-charge at Larsson, Woodyard & Henson LLP.

John Bremer (AB '83) of Savannah was named director of business development at Collins Construction Inc. He previously served as the coastal regional manager for Ordner

Construction Co.

Gerald (Jerry) Ragan (BBA '83) of Marietta was named president and CEO of Credit Union of Georgia. He previously served as senior credit officer of commercial at United Community Bank.

1985-1989

Michael (Mike) Louis Buglioli (BBA '85) of Columbus is working as a senior project manager at Synovus.

George Monk (BBA '85) of Macon was promoted to executive director of insurance company operations at Georgia Farm Bureau Mutual Insurance. Since 2009, George has served as senior director of underwriting, including policyholder services and actuarial/product development.

Emily Moore Hill (MAcc '87) of Stony Brook, N.Y., was named CFO for Long Island-based BJG Electronics. She previously served as group financial director for New York-based DRI Relays Inc.

John Little (BBA '87) of Midland was inducted into the University of Georgia Athletic Association Circle of Honor, which recognizes Bulldog student-athletes and coaches who "brought honor to the university and themselves."

Matthias Kindler (MBA '88) of Munich, Germany, has recently published his first book *Hot dogs as shark bait? — 12 proven principles for special events that work*, which was launched in

the German-speaking market.

1990-1994

Arnold (Bert) Bearden (AB '90) of Cartersville was named Lennar Atlanta's director of operations, Atlanta South. Lennar Corp. builds homes in 18 states.

William Thomas (Tom) Lacy Jr. (BBA '90, JD '97) of Peachtree City co-founded Lindsey & Lacy PC, a full-service law firm in Peachtree City. Tom continues to specialize in civil litigation, particularly representing policyholders in insurance coverage disputes.

Lawton Bassett (BBA '91) of Tifton was promoted to president of Ameris Bank and banking group president of Ameris Bancorp. He has worked at Ameris Bank for 19 years and was the bank's EVP and chief banking officer for Georgia and Alabama.

Stephen Copeland (AB '91) of Chattanooga, Tenn., was named senior director of customer service at Reliance Partners. Stephen previously worked as commercial lines manager of Southern Financial Insurance Group in Tallahassee, Fla.

John Akin (BBA '93) of Atlanta was named EVP and CIO for Gables Residential. He recently served as CIO and CFO at Flournoy Cos.

Blake Batley (BBA '93) of Alpharetta was named a chief sales

officer for MacDermid Performance Solutions. He will work to align selling approaches, develop best practices, and oversee the continued capability development of each sales organization. He previously worked with Web Industries Inc. where he was chief sales and marketing officer.

Paul Cummings (MBA '93) of College Grove, Tenn., was appointed COO of InVivoLink Inc. the technology affiliate of HealthTrust.

Austin Scott (BBA '93) of Warner Robins, a U.S. Congressman serving Georgia's 8th District, was named chairman of the Subcommittee for Commodity Exchanges, Energy, and Credit.

1995-1999

Scott Deviney (BBA '95) of Carrollton was awarded the 2017 Carrollton High School Distinguished Alumni Award. He is the president and CEO of Chicken Salad Chick.

Win Walstad (BBA '95) of Atlanta was named partner with BT Wealth Management LLC, a financial advisory firm.

James (Jas) Short (MBA '96) of St. Petersburg, Fla., was included in *Marquis Who's Who*, a publisher of biographical volumes featuring "leaders of American society." Jas is SVP and director of Eagle Asset Management, a wealth management and investment firm. He was previously a chief investment officer for



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

Waypoint Advisors and VP and portfolio manager for Bank of America.

Russell Lenon Bates (BBA '97) of Waycross was promoted to president and CEO of Waycross Bank & Trust and was also elected to the WB&T board of directors. He previously served as the bank's SVP.

Nikki L. Brown (BBA '98) of New York City was named a Woman to Watch by *Business Insurance* magazine. She is president and founder of NLB Risk Advisors and SVP of U.S. fine art, jewelry and specie at JLT Specialty USA.

Josh Bare (BBA '99) of Norcross, a councilman for the Norcross City Council, was elected to serve as the 2017 Mayor Pro Tem in Norcross.

Anthony Uhrich (BBA '99, MAcc '01) of Savannah was named principal and VP of Hussey Gay Bell.

2000-2004

Jeffrey Buice (BBA '00) of Marietta is principal and senior investment adviser for GENCapital, a wealth management firm that opened with an office in Atlanta. GENCapital offers investment management, financial planning and banking advisory services for individuals, families, businesses and institutions.

Brandon Powell (BBA '00) of Atlanta launched HatchWorks, a digital technology firm helping customers evolve their business to be successful in a world that is connected and measured.

Ted Terry (BBA '00) of Charleston, S.C., is president and CEO of Crescent Homes and is expanding his homebuilding business into Nashville.

Mandy Edwards (BBA '01) of Statesboro is the founder of ME Marketing Services, a social media marketing company providing social media marketing, advertising, consulting and business training.

Amanda Reeves (BBA '01 MIS) of Daniel Island, S.C., was named VP and president-elect of the Charleston, S.C., branch of Commercial Real Estate Women. She is a broker with commercial real estate firm Lee & Associates.

Wade Beacham (BBA '02) of Roswell was named VP of Alliant within the company's Alliant Americas division. He previously served as VP of Marsh.

Scott Cook (BBA '02) of Savannah achieved architectural licensure and passed all seven divisions of the Architect Registration Examination. Scott works for LS3P Associates LTD.

Jonathan Levens (BBA '03) of Atlanta was admitted as a partner of the accounting firm Moore Colson. He was a senior manager in the firm's tax practice.

Reagan Wolfe (BBA '03) of Atlanta was selected as one of NAIFA Atlanta's Top Advisors Under 40 for the fourth consecutive year. Reagan is a financial representative with Ashford Advisors in Atlanta.

Ori Epstein (BBA '04, MAcc '04) of Dunwoody was named partner at Aprio (formerly Habif, Arogeti, Wynne LLP),

From pools to Adult Swim

By Chris Starrs (ABJ '82)

When Chris Glass Hartley (BBA '96) was named vice president of on-air production at the popular Adult Swim television network in December, the irony was not lost on her.

Hartley, a management major at Terry College, was a competitive swimmer throughout high school. She was even offered a walk-on opportunity to swim for Jack Bauerle's Lady Bulldogs, but by that time was ready to get off the deck.

"When I got through with high-school swimming, I pulled off my goggles and said I was never getting in the water again," says Hartley. "I'd been doing doubles (workouts) my whole high school career, six days a week, and I was just tired of it."

Years after she left the pool for what she thought was the last time, Hartley got the swim bug again and began competing in Masters events on the SwimAtlanta team. And she's still at it today, having competed for both national and worlds titles.

In essence, the adult swimmer went to work for Adult Swim.

In her new position at the Turner Network's Adult Swim (where she's worked since 2013 after a stint at Cartoon Network, another Turner property), Hartley's responsibilities include new show launches, overseeing the network's on-air operating budget, planning and supervising the production staff.

Working with a team of 18 staffers, Hartley also manages the production of more than 100 custom sponsorship promotions and directs the network's "Toonami" programming block, as well as the weekly "Pre-Flight" streaming show.

Adult Swim is basic cable's No. 1 network for young adults, seen in nearly 100 million U.S. homes.

"I'm responsible for keeping all the trains on the track," says Hartley, "and trying not to pull out our hair in the process."

Prior to joining Turner in 2007, Hartley – a third-generation UGA graduate – worked at Georgia Public Broadcasting and Crawford Communications and established her own production company, the Atlanta-based Angelfish Productions, in 2004.

"It was one of those things that when I look back on it now, I'm so thankful I did it and I recommend it to everyone – if you have the opportunity to work for yourself, it's just so valuable," she says.

And while she graduated from UGA with no real experience in television or film production, Hartley says her time at Terry – where she started in marketing, switched to accounting and found her happy place in management – has proven to be invaluable to her career.

"It's funny. I'm in television production, but I tell people every day that what I learned at Georgia is why I'm here now – I learned how to do spreadsheets, how to do scheduling and organize projects and how to talk to people," she says. "It was an example of solid coursework and a background that gets you to really have the ability to do anything." ■



Chris Glass Hartley has worked at Adult Swim since 2013.

Photo courtesy Turner Network

the largest independent accounting firm in Georgia.

2005-2009

Brian Hartley (BBA '05) of Smyrna joined Synovus Mortgage as a mortgage loan originator in Atlanta. He is a member of the Atlanta Realtors Association and served on the Atlanta Junior Chamber of Commerce Board of Directors for the 2012-13 term.

Matt Thompson (BBA '05, MBA '12) of Alpharetta serves as a regional safety manager for Kloeckner Metals Corp. based in Roswell.

Jeremy Wilson (BBA '05, MAcc '06) of Atlanta was named a partner of Draffin & Tucker LLP. Jeremy serves in the firm's private client service group where he focuses on high net worth individuals, closely-held businesses, family businesses, and estates and trusts.

David Andrew Dill (BBA '06, AB '07) of Washington, D.C., joined Lockheed Martin, located in Marietta, as director of government relations. He previously served as director of federal relations for the University of Georgia Office of Government Relations.

Ben Hurley (BBA '07) of London, England, was named chief client service officer of Rise Interactive, a digital marketing agency.

Kevin Rabinowitz (BBA '07) of New York City was promoted to managing principal, head of placement strategy and carrier engagement at Integro Insurance Brokers for the firm's operations in North America and

the UK. Kevin was previously SVP and insurer consulting leader at Marsh.

Christopher Sanders (MBA '07) of Stone Mountain was named the executive director of the East Metro DeKalb Community Improvement District. He previously served as an assistant director at the Georgia Department of Revenue.

Bobby Bierley (MA '08) of Houston was named a 2017 Power Broker by *Risk & Insurance* magazine. He is a SVP strategic broker leader, marine and energy for Lockton Cos.

Ben Colley (BBA '08, AB '08) of Marietta was named the VP of venture capital and technology banking of Square 1 Bank in Atlanta. He was previously a VP at AloStar Capital Finance.

Eddie Garrett (MBA '08) of Winnetka, Ill. was named by public relations firm Porter Novelli as executive vice president of global digital strategies. He will be based in Chicago. He came to Porter Novelli from Weber Shandwick, where he was executive vice president, head of strategy. Eddie is on UGA's Board of Trustees for the Grady College of Journalism and Mass Communication and serves as 2017 chair for the Peabody Awards Board of Jurors.

Michelle Hein (BBA '08) of Atlanta was named an associate director in the Atlanta market for The Siegfried Group. She previously served as the company's recruiting director for the south region.

Charles Krauth (BBA

'08) of Atlanta was named a 2017 Power Broker by *Risk & Insurance* magazine. He is a VP with Aon.

John McMichael (BBA '08) of Macon joined James Bates Brannan Groover LLP as an associate attorney practicing in the fields of estate and asset protection planning.

Mary Elizabeth Rouse Rankin (BBA '08) of Chicago was named the director of marketing for Chicago Loop Alliance.

Catherine Cooper (BA '09) of Savannah is appearing on the Bravo television show *Southern Charm: Savannah*, a spinoff of the popular *Southern Charm* reality show that's based in Charleston. She works as a marketing director for Dasher Management.

Benjamin Gooding (BBA '09) of Columbia, S.C., was elected to the South Carolina Wildlife Federation's board of directors. Benjamin is an attorney with Sowell Gray Robinson Stepp & Laffitte LLC.

Jesse Kuiper (BBA '09, MAcc '10) of Los Angeles is a manager of risk advisory services of Ernst & Young and recently participated in the EY Vantage Program, which took him to Argentina for six months where he helped an entrepreneur with a project to help their small but growing company.

2010-2014

Lauren Warbington Fletcher (BBA '10, JD '13) of Vienna joined the law firm of Lawson & Reid LLC in Cordele as an associate. Lauren formerly worked as

an assistant district attorney for the Cordele Judicial Circuit.

Doug Teachey (MBA '10) of Atlanta was named director of IT training and implementation at Oldcastle Materials. He previously served as director of learning and development at Coca-Cola Refreshments.

Chris Godfrey (BBA '11) of Atlanta is the president-elect of the Buckhead Business Association. He is an associate at Avison Young and previously served as president of the Buckhead Business Association's young professionals group.

Rob Law (BBA '13) of Atlanta joined Creative Financial Group, a division of Synovus, as a financial planning analyst and subsequently passed the CFP exam. Prior to working at Creative Financial Group, Rob worked at Invesco.

Amber Guyton (MBA '14) was promoted to product management director at USAA Federal Savings Bank based in San Antonio, Texas, where she is responsible for developing leads marketing campaigns for USAA's real estate products and services. Amber is a 2014 graduate of Terry's Professional MBA program in Atlanta and began her career at USAA in 2015. She was recruited by USAA for their MBA Career Development Program in Enterprise Strategy and Marketing and completed the development program in November 2016.

Sam Kinsman (BBA '14) of New York City joined Iconex, formerly

a division of NCR Corp., and will move to France to help lead the company's operations in Europe. He served as an investment banking analyst for Goldman Sachs.

Patrick Klibanoff (BBA '14, ABJ '14) of Norcross joined the Atlanta Regional Commission's Millennial Advisory Panel and helped develop the Coalition to Advance Atlanta, a non-profit dedicated to building support for regional transit expansion while championing existing transit resources.

Karissa M. Thigpen (BBA '14) of Atlanta was promoted to client executive at Sterling Risk Advisors, which provides risk management and commercial insurance solutions.

2015-

Kerry Freeman (BA '15) of Toccoa was named director of programs and events of Pilot International Inc. in Macon. She previously served as an event coordinator with the Walt Disney Co.

Eilidh Geddes (AB '15, MA '15) of New York City was awarded the National Science Foundation Graduate Research Fellowship. The fellowship recognizes and supports outstanding graduate students in science, technology, engineering and mathematics disciplines. She is working as a research analyst at the Federal Reserve Bank of New York.

Michael Wess (BBA '15) of Avondale Estates joined the national retail group with Bull Realty. ■

Talking art and taxes

By Chris Starrs (ABJ '82)

Heather Ripley (BBA '06, MAcc '06) points to two of television's most famous practicing attorneys as partial inspiration for future career plans.

"I got into 'Matlock' and 'Perry Mason,' thanks to my parents and my great grandmother," says Ripley, a senior associate in Alston & Bird's federal and international tax group in New York. "I later discovered I had no interest in doing criminal law, even though it's very exciting on TV, but I thought about being a lawyer pretty early on."

Earning her law degree from Harvard in 2009, Ripley joined Alston & Bird seven years ago and works on what she terms "U.S. tax law in an international context."

"I work in planning and advising clients on how to comply with U.S. tax law and what they need to do to structure their investments efficiently," she says.

Ripley also works in what the iconic law firm calls "tax controversy," although she admits it's not as spicy as it sounds, explaining the term specifically involves tax disputes, which don't always mean litigation.

"We do a lot in that pre-court phase in negotiating with the IRS or shepherding clients through amnesty programs or settlement talks with the IRS," says Ripley, an Atlanta native.

When she's not at the firm, Ripley — who was a Foundation Fellow while at Georgia — enjoys painting and drawing and is quite accomplished, having sold many of her pieces. She creates works on commission and a few years ago painted a Bulldog statue — known as Terrell Archie Jackson — that still greets visitors to UGA's Office of Undergraduate Admissions.

"It's definitely a great outlet, using a slightly different part of my brain to do something that's more hands-on," she says. "I do still sell work, but being in a New York City apartment, I don't have a place to stockpile work that I create."

Last year, Ripley — who keeps in touch with the Terry alumni group in New York — was recognized as a

40 Under 40 honoree by the UGA Alumni Association.

"A friend of mine, who was a previous winner, nominated me. And then finding out I won was even more of a surprise, but a pleasant one, of course. I was pretty honored."

Like many Terry alumni, Ripley says she was well prepared to assume the responsibilities of her work thanks to her days on North Campus.

"Terry definitely prepared me for where I am now," she says. "I was primed to do tax law after taking tax research with Dr. Ayers, now Dean Ayers, which may have been the first semester of my senior year. But even before that, I had great professors who were very invested in me as a person and professionally. I was a teaching assistant to Dr. Linda Bamber. That was a great experience to be in a position of addressing complicated concepts in more easily digestible ways, which is essentially my day job." ■



After graduating from the University of Georgia, Heather Ripley went to law school at Harvard University. She now works in New York City as a senior associate in Alston & Bird's federal and international tax group . Photo courtesy Heather Ripley

PASSINGS

1930s

Willard 'Penny' Pennington (BSC '34), Houston, Texas, Nov. 23

1940s

James Hawkins Sr. (BBA '42), Arnoldsville, Nov. 19.
Harold Platt (BBA '42), Gainesville, Jan. 23. **Mary Shannon Tolleson** (BBA '44), Perry, Oct. 26. **Lt. Col. Hap Chandler Jr.** (BBA '47), Sandy Springs, Oct. 10. **Peggy Ford Green** (BBA '47), Lavonia, March 21. **John Lomax** (BBA '48), Redmond, Wash., March 1. **Alan Shuman** (BBA '48), Union, Ky., March 6. **Charles Glass** (BBA '49), Grayson, March 21. **Bernard Inhulsen** (BBA '49), Powder Springs, March 30. **William Meadow** (BBA '49), Dawsonville, Oct. 28. **Kathryn 'Kitty' Riley Mozley** (BBA '49), Decatur, March 9. **Mildred 'Mim' Thompson** (BBA '49), Douglasville, Oct. 29.

1950s

Bill Benson (BBA '50), Roswell, Jan. 21. **Samuel 'Ray' Burns** (BBA '50), Reston, Va., March 13. **Clyde Fountain** (BBA '50), Columbus, Feb. 5. **Alfred Harwell** (BBA '50), Cartersville, Feb. 8. **Bert Hawk** (BBA '50), Flowery Branch, Feb. 5. **Roger Howard** (BBA '50), Dallas, Texas, March 15. **Leonard Murray Jr.** (BBA '50), Mobile, Ala., Dec. 20. **Dan Whitmire Sr.** (BBA '50), Atlanta, March 13. **Barney Allison** (BBA '51), Alachua, Fla., Nov. 4. **William Barber** (BBA '52), Savannah, Oct. 2. **Christian 'Chris' Page** (BBA '52), Eufaula, Ala., March 19. **W. Bryan Ayres Jr.** (BBA '53, LLB '58), Brownsboro, Ala., March 2. **Arthur 'Art' Bartell** (BBA '54), Aurora, Colo., Jan. 11. **Col. Benjamin 'Ben' Frue-**

hauf II (BBA '56), Bokeelia, Fla., Oct. 30. **Harry Merk Jr.** (BBA '57), Waycross, Feb. 26. **Eddie Ray Jr.** (BBA '57), Hendersonville, N.C., Oct. 16. **Frank Bahin Sr.** (BBA '58), Meansville, Nov. 11. **Chandler Barton** (BBA '58), Alpharetta, Feb. 12. **Ralph Cross** (BBA '58), Dothan, Ala., Feb. 4. **Buddy Liggin III** (BBA '58), Montezuma, Nov. 20. **Norman Spence** (BBA '58, LLB '59), Albany, Nov. 11. **Wayne Woodard** (BBA '58), Lebanon, Tenn., Jan. 31. **Frank Bartlett** (BBA '59), Suwanee, Dec. 27. **Loren Hatfield Jr.** (BBA '59), Augusta, Oct. 11. **Lew Kaye** (BBA '59), Portsmouth, Va., March 11. **Glenn Walls** (MBA '59), Greenville, S.C., Oct. 28.

1960s

Charles Blalock (BBA '60), Lilburn, Jan. 9. **Dick Colonna** (BBA '60), Parkville, Md., Oct. 5. **William 'Bill' Ray** (BBA '60), Brunswick, Jan. 3. **Ralph Drawhorn** (BBA '61), Buford, March 27. **Vernon Smith** (BBA '61), Glen Allen, Va., Feb. 12. **Bob Oliver** (BBA '61), Bogart, Feb. 20. **Ruth Webb Sills** (BBA '61), Fort Myers, Fla., Dec. 25. **Larry Adcock** (BBA '62), Fayetteville, Dec. 6. **Donald 'Don' Boney** (BBA '63), Tifton, Jan. 20. **Tucker Childers** (BBA '63), Knoxville, Tenn., Oct. 22. **Susan Wasdin Parrish** (BBA '63), Bremen, Oct. 4. **Harris Cook** (BBA '64, JD '71), New Port Richey, Fla., Jan. 3. **Nick Nichols Jr.** (BBA '64), Lake Toxaway, N.C., Dec. 13. **Troy Preston III** (BBA '64), Social Circle, Jan. 1. **Ralph 'Buddy' Baird Jr.** (BBA '65), Batesburg, S.C., March 25. **Paul Waters Jr.** (BBA '65), Savannah, Nov. 30. **Tyrone 'Ty' Barnett** (BBA '66), Athens, Dec. 22. **Dr. Bobby 'Bob' Dooley** (MBA '66, EDD '68), Aurora, Colo., March 19. **Henry 'Lawson' Graham** (BBA '66), Augusta, Nov. 9. **Hoyt 'Winfred' Ladd Jr.** (BBA '66, MPA '77), Villa

Rica, Nov. 8. **Wally Moody** (BBA '66), Baxley, Dec. 23. **Peyton Robinson Sr.** (BBA '66), Atlanta, March 4. **Harry 'Bo' Rowell Jr.** (BBA '66, MA '67), Daytona Beach, Fla., Feb. 11. **Robert Whitmire** (BBA '66), Watkinsville, Feb. 20. **Andrew Wood** (BBA '66), Winterville, Nov. 1. **Lt. Col. Carlton 'Carl' Wade Blair Jr.** (BBA '67), Savannah, Jan. 30. **George Copelan** (BBA '67), Pine Mountain, Nov. 12. **Furman 'Ray' Gray** (MBA '67), Greenville, S.C., March 13. **Mac Hembree** (BBA '67), Villa Rica, Oct. 3. **Ben Johnson III** (BBA '67), Buford, Jan. 4. **James 'Jimmy' Puckett II** (BBA '67), Demorest, Dec. 26. **Byron Dixon** (BBA '68), Guyton, Feb. 20. **Sam Elkins** (BBA '68), Columbia, S.C., Dec. 26. **Joe Hayes Sr.** (BBA '68), Waycross, Nov. 7. **George Paulk III** (BBA '69, MEd '76), Woodstock, March 1. **Jay Preefer** (BBA '69), Lake Worth, Fla., March 15.

1970s

Bruce Cannady (BBA '70, MBA '72), Savannah, Jan. 15. **Harvey Goldberg** (AB '70), Savannah, Feb. 2. **Thomas 'Tom' Gorant** (MBA '70), Ada, Mich., Oct. 10. **Burke McKinney** (BBA '70), Atlanta, Jan. 31. **Terry Chapel** (MAcc '71), Herndon, Va., Feb. 22. **James 'Jim' Hardy II** (BBA '71), Cumming, March 18. **Mike Bloodworth** (BBA '72), Simpsonville, S.C., Nov. 11. **Ray Chambers** (BBA '72), Simpsonville, S.C., Dec. 7. **Arthur Flowers** (BBA '72), North Augusta, S.C., Feb. 10. **Janeice Long Olive** (BBA '72), Rockledge, Fla., Nov. 24. **James Archer** (BBA '74), Athens, Jan. 1. **Farrell Nichols** (BBA '74), Dublin, Oct. 6. **Gregory 'Greg' Jackson** (BBA '75), Tennille, Nov. 5. **Mary Browder Harcourt** (BBA '76), Hamilton, Nov. 25. **John 'Johnny' Zoucks III** (BBA '76), Townsend, Nov. 2. **Chip Burnham III** (BBA '77), Ros-

well, Jan. 9. **Dr. Joan Playle Dyson** (MBA '77), Athens, March 9. **Maj. Scott Wilson** (BBA '77), Fort Walton Beach, Fla., Nov. 22. **Dorsey 'Mike' Duffey** (BBA '78), Newnan, Dec. 23. **Gerhard Noesner** (BBA '79), Columbia, S.C., Nov. 11. **Charles 'Chip' Pregarman Jr.** (BBA '79), Sugar Hill, March 22.

1980s

Roy Minor (BBA '81), Palmyra, Mo., Oct. 21. **Lynn Teague** (BBA '82), Conyers, Jan. 9. **Betsy Porter** (BBA '83), Atlanta, Dec. 1. **Devra Proctor Walker** (BBA '83, MAcc '84), Statesboro, Feb. 23. **Corney Fleeman III** (AB '84), Winder, Nov. 26. **Todd Szalkowski** (BBA '86), Coppell, Texas, Jan. 30. **Jimmie 'Jim' Baggett Jr.** (BBA '87), Lawrenceville, Dec. 19. **Michael Field** (BBA '87), Alpharetta, March 15.

1990s

Kenneth 'Ken' Douglass (BBA '90), Alpharetta, March 7. **Todd Wilson** (BBA '92), Marietta, Jan. 23. **Greg Johnson** (BBA '93), Atlanta, Feb. 22. **Corbin Dunn** (BBA '95), Arlington, Va., Nov. 3. **Patrick Murphy** (BBA '95), Dawson, Dec. 23. **Donald Pilson** (BBA '95), Crawford, Dec. 22.

2000s

Lauren Garifalos Hintz (BBA '00), Cumming, March 10. **Lauren Binns Waters** (BBA '01), Santa Monica, Calif., Nov. 18. **Kevin Baker Jr.** (BBA '05), Atlanta, Jan. 29. **Dr. Lester Hollans Jr.** (PhD '05), Mountain Brook, Ala., Feb. 4. **Wyatt Smith** (BBA '05), Washington, D.C., Dec. 11. **David Abbasi** (BBA '08), Marietta, Dec. 9.

FORMER FACULTY

Dr. Charles W. Hofer, Department of Management, March 27. ■

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