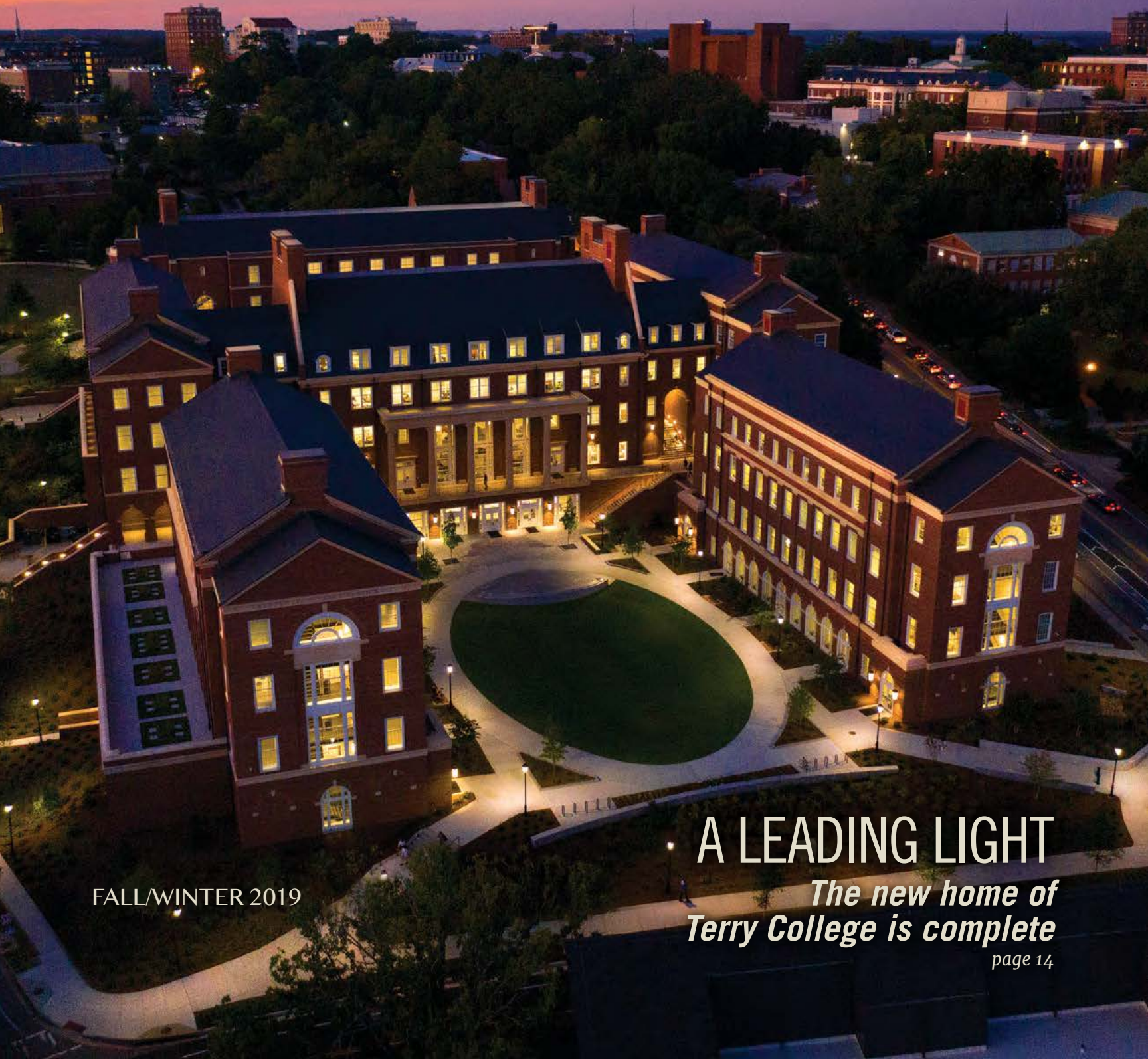


THE MAGAZINE OF THE UNIVERSITY OF GEORGIA TERRY COLLEGE OF BUSINESS

# TERRY



FALL/WINTER 2019

**A LEADING LIGHT**  
*The new home of  
Terry College is complete*  
page 14





# EARL STARTED IT. LET'S FINISH IT.

The Leonard Scholars Forever campaign is an opportunity to secure the future of the Leonard Leadership Scholars Program within the Institute for Leadership Advancement (ILA). Fully endowing the Scholars Program assures students can experience ILA's high-impact, experiential programming and opportunities.

A gift, of any size, to the Leonard Scholars Forever Campaign helps us reach our goal to fully endow the Leonard Leadership Scholars Program. An investment in ILA is an investment in the futures of values-based, impact-driven leaders.

This program was founded by Earl and Bebe Leonard in 2001. For more information, please contact: Heather Howarth at [hhowarth@uga.edu](mailto:hhowarth@uga.edu), 706.542.6886 or Katrina Bowers at [kbowers@uga.edu](mailto:kbowers@uga.edu), 706.542.0041.

**LEONARD  
SCHOLARS  
FOREVER**





## Features

- 14 BUILT TO LAST**  
Whether leading an iconic company or creating a foundation to benefit education, Doug Ivester follows principles learned from his father: patience and adventure.

- 26 WORLD CLASS**  
Mixing cultural experiences with academic vigor, study abroad programs are giving Terry students the worldliness needed in today's business environment.

- 20 TOGETHER FOREVER**  
Sanford and Barbara Orkin, married for 66 years, built a lifelong love through family, humor and generosity.

- 38 AT THE FOREFRONT**  
Martee Horne, Terry's executive director of development and alumni relations, is retiring after two decades of engaging alumni and building Terry's development team.

## Departments

- 6 FROM THE DEAN**
- 7 NEWS**  
Terry endows three professorships; Six undergraduate majors ranked in top 20; The community service performed by the Institute for Leadership Advancement
- 37 COMMUNITY**  
Alumni profiles of Tina Taylor and Ryan Leveille; Faculty recognition
- 47 CLASS NOTES**
- 54 PASSINGS**



## THE BIG PICTURE

**IT'S A CELEBRATION** On a warm and bright September day, the University of Georgia dedicated the final two buildings of Terry's Business Learning Community during a ceremony on the Coca-Cola Plaza. The new buildings, Sanford and Barbara Orkin Hall and Ivester Hall, complete the college's more than 300,000-square-foot home. The event featured speeches by Georgia Gov. Brian Kemp, UGA President Jere W. Morehead, Aflac Chairman and CEO Dan Amos, Deer Run Investments President Doug Ivester, Terry College Dean Ben Ayers and UGA undergraduate student Emily Bauer. Dean Ayers spoke on behalf of Sanford Orkin, who was also in attendance.

(Top right, from left to right) UGA President Jere W. Morehead, Larry Benson, Dan Amos, Doug Ivester, Sanford Orkin, Dudley Moore Jr. and Terry College Dean Ben Ayers.

*Photos by AJ Reynolds and Cassie Wright*







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Terry magazine is published by the Terry College of Business Office of Marketing and Communications  
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**On the cover:** The move from Brooks Hall (top right corner) complete, the Business Learning Community takes center stage as the new home for the Terry College.

Cover photo by Andrew Davis Tucker



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## FROM THE DEAN

# A campus transformed

**It's been a decade plus** of dreaming, planning, fundraising, building and moving, but the vision of a modern and multi-purposed new home for the Terry College of Business was fully realized this fall. Ivester Hall and Sanford and Barbara Orkin Hall were the last two buildings to join Correll Hall, Amos Hall, Benson Hall and Moore-Rooker Hall as the nexus for business education at the University of Georgia.

It has been a genuine thrill to watch the kinetic scene repeat itself at every class change. Students move in waves, in and out of the Business Learning Community, taking advantage of the new classrooms, lingering in the spacious common areas, and utilizing our student services. At the building dedication on Sept. 6, we were honored to be joined by Doug Ivester, Sanford Orkin and Georgia Gov. Brian Kemp, who called the completion of the Business Learning Community "a great example of how a public-private partnership can invest in the future of our state." UGA President Jere W. Morehead said the "completion of these two final buildings not only extends the Terry College's state-of-the-art offerings, it also marks the finish of a remarkable transformation of the UGA campus." I couldn't agree more, as you see a constant stream of students throughout the six buildings from early morning until well into the evening.

Now that we have our beautiful facilities in place, we look forward to continuing to elevate the education and opportunities for our students. Key components of our efforts are to attract and retain world-class faculty who are at the forefront of innovation in their fields. In September, as part of these efforts, three outstanding faculty members at Terry were appointed to new professorships. By endowing more faculty chairs, we will continue to build our reputation as one of our nation's top business schools and as an attractive destination for the best and brightest.

On the theme of attractive destinations, we are also working to make study abroad a financially viable option for every Terry student. In this issue you can read how our South American study abroad and internship program is transforming the lives of Terry students, providing a significant international and cultural experience advantageous to thriving in today's business environment. Close to 40 percent of our students participate in study abroad, but the expense of international travel is a financial barrier for nearly one-third of our students. In response, we are working diligently to establish study abroad scholarships, and with donor support, we can increase and diversify student participation in what is often a life-changing opportunity.

The Terry College continues to be ranked as one of the top public business colleges in the country. Our new buildings give us a tremendous advantage, and we have a clear path to strengthen and build for the future. The great thing is, we're just getting started.

Sincerely,

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







# news

## Terry welcomes 3 endowed professorships

**Three Terry professors** were appointed in September to endowed professorships.

Dean Benjamin C. Ayers announced the new faculty appointments in marketing, management and economics, following their approval by the University System of Georgia Board of Regents.

**Son Lam** (on right), associate professor of marketing, and **Jessica Rodell** (on left), professor of management, were each named to Terry Dean's Advisory Council Distinguished Professorships. The TDAC Distinguished Professorships were established in 2018 by members of the advisory council to strengthen the college's programs as well as further its research, teaching and service missions.

Lam, an expert in sales management, personal selling and internal marketing, joined the Terry College faculty in 2009. Since then, he has been lauded for his research, earning Terry's Outstanding Research Award and a Young Scholar award from the Marketing Science Institute, among other honors.

Rodell joined the Terry College in 2010. Her research focuses on employee volunteering, organizational justice and meaningful work experiences. She is the recipient of many awards, including a Scholarly Achievement Award from the Academy of Management and the Michael F. Adams Early Career Scholar Award from the University of Georgia.

**John Turner** (center) was named the Nicholas A. Beadles Professor of Economics.

Beadles was an emeritus professor of economics at UGA, and the professorship was established to advance and enrich the study of economics and bolster its teaching. Endowed by alumni and friends of the Terry College, the professorship was most recently held by emeritus professor Art Snow.

Turner's research centers on industrial organization, patent litigation and antitrust. He is an associate editor of the *Journal of Industrial Economics* and the *International Journal of Industrial Organization*. He joined the Terry College as an assistant professor in 2002.

— Matt Weeks

Photo by Jason Thrasher



## Pfarrer named Terry College associate dean

Terry College management professor **Michael D. Pfarrer** was named associate dean for research and graduate programs. He succeeded **Marisa Pagnattaro**, who was named UGA's vice provost for academic affairs on Aug. 1.

In his new role, Pfarrer oversees the Full-Time, Executive and Professional MBA programs as well as Ph.D. programs, the international business co-major and study abroad opportunities. He also has an advisory role with the college's specialized master's programs and leads strategic planning efforts for graduate education and research support.

Pfarrer is a highly respected researcher who has published in the top management journals, including the *Strategic Management Journal*, *Academy of Management Review*, *Academy of Management Journal*, and *Organization Science*, among others. He serves on the editorial boards of the *Academy of Management Journal* and the *Academy of Management Review*, where he previously held the title associate editor.

Pfarrer's research focuses on social perceptions of firms and how they manage these perceptions to create value. His work has been highly lauded, receiving Best Paper awards from the Reputation Institute, the Oxford University Centre for Corporate Reputation and Organizational Research Methods.

He is also a distinguished educator, having been named Terry's Professional MBA Program Outstanding Professor in 2018 and 2019 and twice recognized as an outstanding teacher by the college. He has taught classes at the bachelor's, master's and doctoral levels.

Pfarrer joined the Terry College in 2009, following two years at the University of Denver and more than a decade working as investment consultant in the U.S. and Europe. He earned a bachelor's degree from the University of Notre Dame, an MBA from the University of North Alabama and Ph.D. from the University of Maryland.

## Master's programs at Terry post record employment rates in 2019

A record percentage of new graduates from master's programs at the Terry College of Business found full-time jobs within three months of graduation.

A full 100% of graduates of the Master of Accountancy, Master of Business and Technology, Master of Marketing Research and Master of Science in Business Analytics programs were employed within three months of graduation, while a record high 95% of Terry's Full-Time MBA graduates did the same.

The employment figures mark the fourth year in a row that graduate program employment rates have been at or above 90%.

## Six undergraduate majors ranked among top 20 public programs

Six undergraduate business majors are ranked among the top 20 public programs in their specialties by *U.S. News & World Report's* "Best Colleges" guidebook for 2020.

Overall, the Terry College of Business ranked 22nd for undergraduate education and 12th among public business schools.

Terry's Risk Management and Insurance program is the highest-ranked business specialization at No. 2 overall.

Five other programs also ranked among the nation's best. Terry's Marketing program rose 10 spots to No. 22 overall (16th among publics) — the highest rank for the college's second-largest major in a decade.

Terry's Real Estate program ranked 7th in the nation (4th among publics), Accounting ranked 17th (11th among publics), Management Information Systems matched Accounting at 17th (11th among publics) and the Finance program broke into the top 20 public programs to tie at 18th and No. 43 overall.

The University of Georgia was rated among the nation's top undergraduate destinations, at No. 16 in *U.S. News's* latest list of Best Public Universities.

Rankings are just one reflection of the Terry College's commitment to undergraduate excellence. For the past three years, more than 95% of Terry undergraduates were employed full-time within three months of graduation.







## New Startup Mentor to champion innovation

As the University of Georgia continues to develop its vibrant innovation ecosystem, a new voice to inspire and consult with staff, student and faculty entrepreneurs is coming to campus.

**David Salyers** (BBA '81), the co-founder of several startups and nonprofits and former marketing executive at Chick-fil-A, is UGA's first Startup Mentor in Residence beginning this fall.

As the Startup Mentor, Salyers acts as a champion for innovation and entrepreneurship at UGA. He will speak and meet with faculty and students on campus to provide expertise, new insights and encouragement for those looking to start new businesses and nonprofit ventures or otherwise commercialize their inventions and ideas.

Salyers will conduct daylong visits to

campus in the fall and spring semesters to meet with student and faculty entrepreneurs, deliver a campus-wide lecture, and participate in university innovation activities.

Salyers said he's dedicated to the idea that businesses should "improve the stories of those we do business with" and bring genuine value to customers and clients.

Salyers, a UGA graduate and an alumnus of the Harvard Business School, launched businesses and nonprofits including ROAM Innovative Workplace and Champion Tribes, which aims to help fathers and sons connect in meaningful ways.

He co-wrote the book "Remarkable! A Leadership Parable" with Randy Ross. His career at Chick-fil-A included leading the company's iconic "Eat Mor Chikin" cow marketing campaign.

## Terry College launches academic minor in business

A new academic minor in business will be the University of Georgia's first high-demand minor when it becomes an undergraduate option in the spring 2020 semester.

Administered by the Terry College, the new minor will provide a solid foundation in the business fundamentals through 15 credit hours of coursework in economics, accounting, finance, marketing and management.

"Many students will be faced with the need to understand the fundamentals of business as they excel in their chosen professions," said Terry College Dean **Benjamin C. Ayers**. "This minor will help students understand these fundamentals and enhance their career paths."

The minor is open to all undergraduate non-business majors at the university, but as a high-demand minor, students will be competitively selected for admission each semester. Students began applying in October for spring semester acceptance. Academic requirements for the business minor can be completed within one year of acceptance into the minor.

## Management professor's paper earns top honors from premier journal



A research paper by management professor **Scott Graffin** received the 2019 Award for Scholarly Contribution from *Administrative Science Quarterly*, a top 5 journal in the field of management.

The paper, "Falls from Grace and the Hazards of High Status: The 2009 British MP Expense Scandal and Its Impact on Parliamentary Elites," won the accolade, which is annually awarded to the paper judged to have the greatest scholarly impact during the past five years.

The paper explored the political fallout of a scandal involving several members of the British Parliament whose expense claims abuses were exposed. High-status members and low-status members committed expense claim fraud in equal measure, however, only high-status members were likely to leave government service following the scandal. They owed their departures to increased press scrutiny due to their high status.

Graffin, who holds the Synovus Chair in Servant Leadership, is a highly regarded scholar.

He earned the 2017 Research Excellence Award from the Terry College and serves on the editorial board of the *Academy of Management Journal*.

Graffin's co-authors on the British members of Parliament study were Terry College PhD graduate Jonathan Bundy, Arizona State University; Joseph Porac, New York University; James B. Wade, George Washington University; and Dennis P. Quinn, Georgetown University.



# COMMITMENT TO COUNT ON

Through community service initiatives, the Institute for Leadership Advancement — a university-wide program housed in the Terry College — commits to excellence in public service by addressing strategic needs in the state of Georgia. In the past year ILA has spearheaded three projects to benefit the Athens-Clarke County community. Here's how its aid added up.

## 1 BRINGING ATHENS GOOD

Terry College of Business faculty member Donald P. Addison II partnered with SOUL (Serving Others Unconditional Love) and Sparrow's Nest, a nonprofit whose mission is to serve those in need in the Athens area. They organized a donation drive to collect personal hygiene products from the college. Friendly competition was encouraged between academic departments to increase participation.

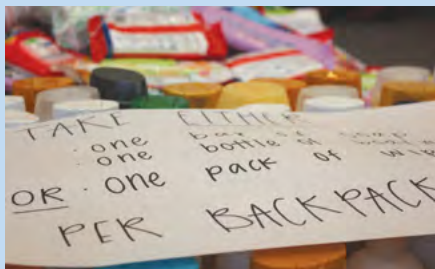


500+

Backpacks filled with personal hygiene products



Terry College students, faculty, staff and representatives from Sparrow's Nest and SOUL came together to fill backpacks with donated items.

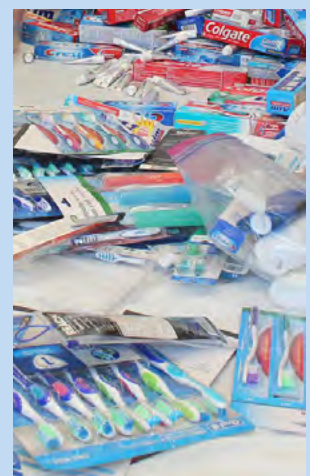


800+

Pounds of items donated, including a total weight of **189.5** pounds from the J.M. Tull School of Accounting and an average of **7.82** pounds per employee from the Marketing Department.

4,500+

Items donated, including **426** from the J.M. Tull School of Accounting and **320** from the professional marketing fraternity Pi Sigma Epsilon.





## ② ATHENS BOYS & GIRLS CLUB

Terry College faculty members and students traveled to the Athens Boys & Girls Club to meet with middle school students who are part of the Mind Blowers program, which offers tutoring to students at the club's after-school program. The initiative was founded in 2012 by students within the Terry College.



**25-30** Middle school students attend the Mind Blowers program each week.

**25** UGA students participate in the Mind Blowers program, and volunteer at the club on Mondays.

**90** Percent of the middle school students found great value in the information presented, saying they learned more about jobs in the fields of business, law and technology, while **80%** expressed interest in pursuing careers in one or more of these fields.

## ③ MAKING THE PLAY

It's projected **60%** of jobs in Georgia will require post secondary education by the year 2025. Only **47.9%** of Georgia's workforce meets that requirement. In 2017, the Clarke County School District graduation rate was **80.3%**. Of those graduates, only **51.1%** were college and career ready. To address this challenge, the Terry College partnered with the College Factory to deliver a session at Athens Technical College, focusing on helping middle and high school student athletes succeed in the classroom to prepare for their college of choice. Post-session surveys and discussions confirmed that **100%** of student athletes in attendance were more interested in attending college and felt more confident they could succeed in the classroom.

## Phase III

Ivester Hall and Sanford and Barbara Orkin Hall opened this fall. Here's some numbers you may not know about the final phase of the Business Learning Community.

**82,000**

Gross square feet, which paired with the 144,000 GSF in Phase II and 74,291 GSF in Phase I puts the Business Learning Community a shade over 300,000 GSF

**1,203**

Classroom seats in both buildings, including two 350-seat auditoriums

**93**

Inscribed pavers in the Coca-Cola Plaza

**14**

Interview and project team rooms in Sanford and Barbara Orkin Hall

**6**

Outdoor tables, with 25 seats, adjacent to Ivester Hall overlooking the corner of Lumpkin and Baxter streets

**4**

Wall quotes, with words of wisdom by Doug Ivester, Sanford Orkin, Amelia Earhart, and Benjamin E. Mays



# REGISTER NOW

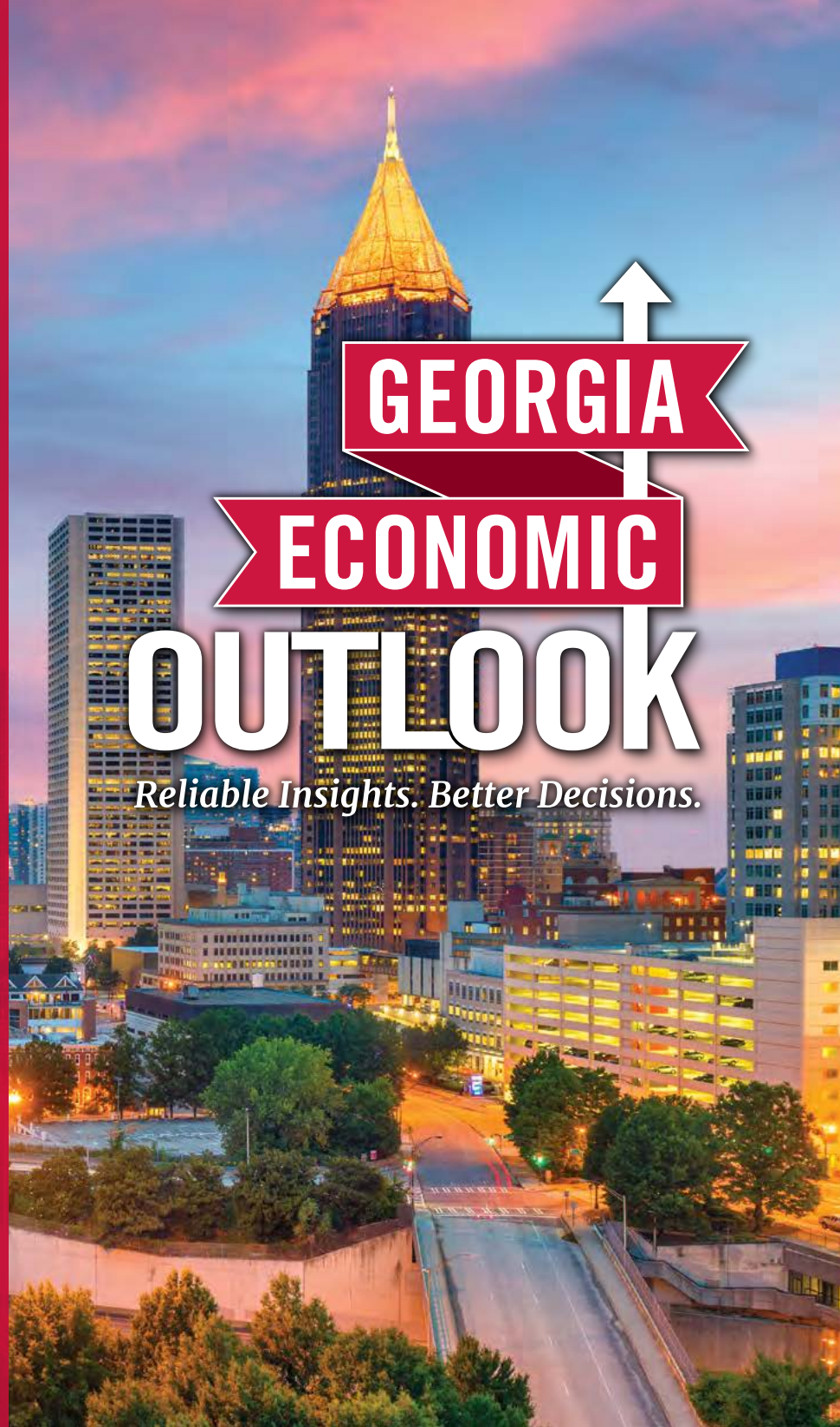
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# See the world | Page 26

*Two dozen Terry students traveled to South America for a 'beautiful' study abroad experience they say will stay with them always.*







# *Built to Last*

---

*Whether he's leading an iconic company,  
creating a foundation to benefit student education,  
or revitalizing pieces of his hometown,  
Doug Ivester follows guiding principles learned  
from his father: patience and adventure.*

**By Ed Morales**

**Y**ou get the feeling Doug Ivester is revealing something about himself he hadn't thought about until this moment.

It's noticeable in the slightest of ways. He edges up in his seat. He lightly taps the table as he talks. A pause fills the space between words.

"You discover things about your life as you move forward (pause) ... and I discovered once I left Coke (pause) that I do like to build things (tap, pause)," he says. "It's really enjoyable. I like the vision of it, taking it from a vision (pause) to a concept and from the concept to the details."

*Move Forward. Coke. Build Things. Vision.*

When Ivester tells his story these words return with steady ease, highlighting portions of a life with defined chapters and accomplished results. They include being the first in his family to graduate college, marrying the love of his life (he's known Kay since they were 5 years old), becoming the CEO and chairman of The Coca-Cola Company, creating an investment firm and foundation that revived a community and benefited collegiate learning, and ensuring the educational future of children in Hall County, the place where it all began for him.

Pretty good for someone whose goal when coming to UGA in 1965 "was just being able to survive, and stay."

"I can't say there was this big master plan," Ivester says. "There was a lot of serendipity, but on the other hand, there was a fair amount of initiation on my part too."

On the ground floor in the building graced by his name in the Terry College Business Learning Community, a quote from Doug Ivester is etched on the wall. It reads "Never let your memories be greater than your dreams."

For Ivester, his dreams never imagined a greater life.

## Move Forward

Ivester's journey starts in New Holland, Ga., a model community in Hall County built in the 1890s for the cotton mill workers of the Pacolet Manufacturing Co. When Ivester was born in 1947 the mill community was operated by Milliken Inc., a company his father worked at for 43 years. "It had churches and stores, a huge gym with a swimming pool and basketball courts, doctors, a health clinic," Ivester says. "It had everything, it was self-contained."

In his formative years, New Holland was the whole world, even though Gainesville was two short miles away. "When I was growing up it was mentally a long way from New Holland to Gainesville. Physically you could walk there, but as a little kid, it was still a long way. I told somebody the distance between New Holland and Gainesville back then was like the distance between Atlanta and Paris today."

His father, Howard "Buck" Ivester, started working at the age of 9, selling apples and watermelons off a produce truck as it traveled from North to South Georgia for weeks at a time. During his teen years, Buck joined the Civilian Conservation Corps, an organization established by Franklin D. Roosevelt that put thousands to work on projects focusing on environmental conservation. Buck's assignment took him to Lake Tahoe, Nev., where he helped build national parks. He returned years later to Georgia and joined the Army during World War II, landing in Sicily and fighting through Italy until he reached Milan in 1945. "He was in Milan the night Mussolini was hung," Ivester says. "He saw him hanging from a light post. A little gruesome, but that's history right there."

Buck returned from war and married Ada Mae Pass on Christmas Eve in 1945, remaining with her until his death in 2008. Interested in a career in the technical arts, Buck went to carpentry school, plumbing school, electrician school, masonry school, and upholstery school.

"My father was an extraordinarily patient individual. He was steady, and that is a valuable trait, the consistency there," Ivester says. "From him, I learned patience, adventure, and the ability to self-educate yourself. He could do virtually anything. He did it all, he was a builder."

Ivester worked at a young age too, starting a grass cutting service when he was 8. His father bought him a lawnmower and told him after cutting their grass he could "use it for other places, and you have to buy the gas, but you can keep the money," he remembers. "I was out there cutting grass, probably starting in April and running until October, every day, maybe three times on Saturdays."

Ada Mae worked at a small motors factory, and in 1960 the family moved to Jim Hood Road in Gainesville, where Ivester's

scope expanded a little more. By then he was at North Hall High School, the county's smallest high school, working as a Kroger cashier and developing an affinity for numbers, and cars.

He can't point to what made him want to attend college, but he had aspirations outside the only place he knew. When asked what he wanted to do when he graduated, he said he wanted to go to the University of Georgia. "And

someone said have you taken the SAT? I didn't know what it was," Ivester says. "I asked when do they give it, and they said Saturday. I said they'll have to give it to me on Wednesday because I work Saturday. I didn't have this concept that everybody had to take it at the same time."

He got the day off, took it and got into Georgia.

What he wanted to do at Georgia was clearer, made crystal by a muscle car.

"When I got a chance I liked to carry out groceries because that's where you got to talk to people. I go out one time and this guy had a new 1964 GTO," Ivester says with a smile. "I've always been a car guy, even when I was a little kid. Every time he came in I would try to take his groceries out to see his car. At one point, I said 'Mr. Carter, can I ask you a question?' He said sure. I asked what do you do to afford a car like this because it was a very aspirational car. He said I'm a CPA. I didn't know what that was. But I found out. If you can get a car like that being a CPA, that's what I'll do. I'll be a CPA."

It turns out his automotive wishes collided with his educational abilities, so while Ivester's friends went to be scientists and doctors, he went down the accounting road. The classwork made sense to him — it was about money, a commodity he understood from an early age. What he wasn't so sure about was how to get a job once he was done.

In the late 1960s, the accounting department was led by Dr. Percy Yeargan, and among the many accolades he accumulated during a distinguished career (including teaching at three colleges and being married to the same woman for 70 years), he was also the man responsible for getting Doug Ivester his first professional job.

"I walked into his office and asked to see Dr. Yeargan," Ivester says. "I didn't have an appointment but he was there and asked me what I needed. I said I need a job. He wanted to know my name, I was probably the top accounting student so he knew of my name but I never met him and never took one of his classes. I told him I wanted to go to Atlanta to work for one of the Big 8. He picked up the phone and calls somebody at Ernst, and said I got this young man who needs to be an intern this summer. They talked back and forth, he hangs up and says you can start on June 1."

It was a summer internship, but it was all Ernst & Ernst needed to see from the young Ivester. They offered him a job upon graduation, which he gladly accepted. The week after graduation he married Kay, moved to Atlanta and started his career with Ernst.

He was 22 years old.



Howard 'Buck' Ivester

*"My father was an extraordinarily patient individual. He was steady, and that is a valuable trait, the consistency there."*

*— Doug Ivester*





## Coke

The path was straightforward once he got to Ernst — do this for two years, that for two years, and the road to partnership was somewhere around the 10-year mark.

“It was a great fit, I thought I’d be there forever,” Ivester says. “I never expected to go anywhere else.”

But straight paths wind as career opportunities arise, and while Ivester’s move to The Coca-Cola Company was a slow reveal, it didn’t come as much of a surprise.

For the majority of his time at Ernst, Ivester headed up Coke’s audit team, spending 1,200 to 1,400 hours a year in their building. He knew the people and worked closely with Chief Financial Officer John Collings. So when Coke’s internal audit director died, Collings came to Ivester and told him to find a replacement.

“I did a recruiting effort and put four candidates in front of him that were partners at other firms. He turned down every one,” Ivester says. “I was reasonably close to the CFO and I finally said ‘John, you got to fill this job, you have a big problem, it’s been vacant for 18 months and you must do this.’ In my opinion, he needed to hire all four of them. But he said ‘my big problem is I want you to take the job and you keep bringing me these other people. Will you take it?’ It was a Friday, I said I’ll let you know Monday. On Monday I took the job.”

Going to Coke followed Ivester’s widening-scope philosophy. Coming from a small community inside a small town, he sought experiences that broadened his world view. “I went from a New Holland scope to a Hall County scope to a UGA scope to an Ernst scope. The Ernst scope was Georgia-wide, and they sent me to Savannah and Macon and North Georgia, but I came to the conclusion that Georgia was too limited for what I wanted to learn. I needed to put myself in a scope that was worldwide, and what better place to do that than Coke.”

It was 1979 when he took the job as assistant controller and director of corporate auditing, the first step in a deliberate climb to the top:

- In 1981 he was the youngest vice president in the company’s history.
- In 1983 he was elected senior vice president of finance.
- In 1985, at the age of 37, he was named chief financial officer.
- And in 1997, he was elected chairman of the board and CEO.

His achievements at Coke are well documented, yet when asked about what he remembers, Ivester talks about what was built, and how it moved the company forward.

“We built the internal audit department. I became comptroller and we rebuilt all the systems, put in a new general ledger system, put in new data-generating systems and then along the way put in email, voice mail, all those things that ballooned in the ’80s and ’90s,” Ivester says. “Then I went to run Europe and we redid the systems there, went to USA and we rebuilt the bottling system in the United States. It was a great time. The company had great teams of people.”

For almost 30 years Coke was the main focus of Ivester’s life. It took him around the globe and opened a scope he never thought possible as a boy from New Holland. But wiser, and weathered, from a career that took him to the highest echelons of the business world, he realized he didn’t want to do this forever.

“I didn’t want to die in the saddle,” he says. “I had this vision, it might have been 55, it certainly wasn’t making the full run and dying in office.”

In December 1999, he stepped down as CEO of The Coca-Cola Company. He was 52 years old.

## Build Things

“Someone said to me what do you want to do now, and I said interesting things with interesting people,” Ivester says. “Economics was less important to me then; I was not interested in making a lot more money. I wanted to go to places and experience new things and meet new people.”

After spending a career working within the confines of a company created by others, Ivester was ready to build a realm of his own. And while he devoted his life to expanding his boundaries, his aim now is centered closer to home.

Which is where Deer Run enters the frame.

He and Kay started looking for a place a few years before he left Coke, wanting to be within a three-hour driving distance from Atlanta. He had friends with ranches in the American west and houses in the south of France, but the lifestyle and activity of a southern plantation appealed to him. After inquiries for places in South Carolina, he was shown a spot in Calhoun and Baker counties in South Georgia.





“I bought it because I thought it was expandable, it was not quite as large as I wanted but it was in a territory that I liked from the activities down there,” he says of Deer Run. “It also had pecans so I could see building a pecan business out of that.”

From the 30 square miles of land Ivester built a new business — selling pecans to international markets while maintaining a tree growing business. Many of the people from the nearby town of Leary work at the farm, further building a community.

It would just be the start.

He took his next big project back to his hometown. Urged by friends to build something while he was still alive to better mold what was done with his money, the Ivester Foundation came on the scene in 2011 with goals to improve the arts and education of Gainesville.

Not that he wasn’t already doing that before the foundation.

In 1994 he created the Kay and Douglas Ivester Endowed Scholarship at Brenau College, which benefits first-generation college students based on academic performance, leadership, character, and motivation. In 2001 the Ivester Programming Endowment at Brenau supported the “high-level programs that the university would be unable to otherwise present,” according to a press release. In 2009 Ivester surprised his mother on her 80th birthday with the naming of the Ada Mae Ivester Education Center at Gainesville’s Northeast Georgia History Center. The center “provides teaching aids, resource materials and a multimedia system for classes and presentations aimed at elementary to high school students.”

But the foundation took building to another level. In the past few years, it introduced:

- The Ivester College of Health Sciences at Brenau, which includes departments in physical therapy, math and science, psychology, occupational therapy, and the Mary Inez Grindle School of Nursing, which is named in honor of Kay’s mother.
- The Ernest Ledford Grindle Athletics Park in New Holland named in honor of Kay’s father. It is the home field for Brenau’s softball team.
- And a children’s garden is being built at Gainesville’s botanical garden. It will be named after his mother and opens this fall.

“We pretty much decided we’ll take everything back to Hall County,” Ivester says. “You have to decide how do you have an impact. We concluded we would have the biggest impact by having a geographic focus on Hall County. It doesn’t necessarily mean the money has to be in just Hall County, but it has to be Hall County students.”

Back in Athens, Ivester’s philanthropy was steered toward an actual building — Ivester Hall. One of the last of six buildings built in Terry’s Business Learning Community, Ivester Hall features undergraduate classrooms, the Selig Center for Economic Growth, staff offices, and a 350-seat auditorium, named M. Douglas Ivester Auditorium.

It sits fittingly adjacent to the Coca-Cola Plaza.

“I’m amazed by it,” Ivester says of the building. “I look at it in two levels — one for the level of the sophistication of the building and the students that go there. And I can look at it from a historical perspective as to how did this happen? Did it just happen or is it the culmination of 50 years of engagement and activity? I’d prefer to think of it as a result of being engaged for those 50 years.”

**Doug Ivester and his wife, Kay, have known each other almost their entire lives, traveling the world together but also making homes at the Terry College (bottom left) and Deer Run (top right).**





## Vision

This half-century engagement with his hometown continues, and will long after Ivester is not around. He built into his giving the opportunity for future generations to excel.

“We’ve studied the needs in Gainesville and decided education is a need, health care is a need, the arts have a need. We went to the Board of Education and said we’d like to do something with public education, how do we do that? They came to us and said let’s talk about Early College.”

He did more than talk, announcing a gift of \$2.2 million to support the Howard E. Ivester Early College program, a dual enrollment program allowing Hall students the ability to earn college credits at Brenau, University of North Georgia and Lanier Technical College.

“It cuts your time in college by 25 percent, and in some cases will reduce student debt by 25 percent. ... It has two universities but it also embraces Lanier Technical, and my father would have liked his name being involved in that.”

The Deer Run Fellows, a program Ivester created at Terry a decade ago, offers the same sort of opportunity as Early College, but instead gives college students a head start on their career. Each semester the fellowship chooses eight students to take a leadership class centering around a weekend immersion experience at Deer Run where leadership and life are discussed with select industry experts.

“It’s a way for us to utilize something we own to share experiences with people and give back at the beginning of people’s careers,” he says.

He has a vision for the center of Gainesville, buying up the south side of the city’s square for a revitalization project.

“We just closed on the land to build a three-story multi propose retail office space and eight condos in this building, I’m hoping we can revitalize downtown,” he says. “The architects said we can wear you out with details. I said you probably can’t, but I might wear you out.”

His optimism for what’s ahead was instilled in him years ago by the vision of others with that same aspirational lens. He recalls talk in the early 1980s about plans for UGA’s then College of Business Administration

“They said we have this vision of the school of business being in the top 20 in America, and I said ‘this is Georgia, guys, that’s a stretch,’” Ivester remembers. “You got Harvard, Wharton, Stanford, Chicago, Case Western. But their vision was layered — what does it take in terms of faculty, in terms of programs, in terms of facilities. You have to have the tools. You can talk all about vision and objectives but you have to put tools in place. And it’s no doubt they achieved that. So many people think greatness comes suddenly, but the 1980s were 40 years ago.”

Sometimes it’s as simple as that, pinpointing potential before anyone realizes it.

It happened to Ivester years ago when all he wanted to do was go to Georgia, even if he “can’t tell you why.”

“My field of vision was pretty narrow, as I think most people were in 1965,” he says. “We didn’t have visions of Yale and Harvard, probably nobody knew they existed, they were distant things. But the University of Georgia was extremely aspirational and fortunately, I got in. I’m always a little amazed that I got in.”

He also never left, with a name forever etched in bronze for all to see. ■



# Together





# r Forever

*Sanford and Barbara Orkin, together for 66 years, have built a lifelong love through family, humor and generosity.*

**By Doug Monroe (ABJ '69)**







*Photo by Cassie Wright*

**As dignitaries gathered** beneath a giant white tent pitched across the Coca-Cola Plaza on a sweltering September morning, a big smile crossed Sanford Orkin's face as he thought, "I used to sleep here."

In fact, he did, as a UGA student, when he lived for a year in the old Tau Epsilon Phi house near the intersection of Lumpkin and Baxter streets. The TEP House, long known for hosting one of the university's most famous spring parties, "Shipwreck," was demolished in 2009 to help make way for the Terry College Business Learning Community. A new, bigger TEP house now stands on Greek Plaza Circle, off River Road.



Orkin was relishing the irony that he once lived on the site of the new Sanford and Barbara Orkin Hall, one of the two buildings dedicated to complete construction of the third and final phase of the Business Learning Community. Also honored that day were Doug and Kay Ivester for their generosity in funding Ivester Hall. Georgia Gov. Brian Kemp and UGA President Jere W. Morehead delivered remarks thanking both couples.

Sanford and Barbara Orkin Hall honors the couple's longstanding generosity to UGA, which includes a \$5 million gift to the Terry College, a \$1 million gift to fund scholarships for needy students, funding a Georgia Research Alliance Eminent Scholar position in the Center for Tropical and Emerging Diseases, plus support for the School of Law, the College of Education, the Carl Vinson Institute of Government, the College of Public Health, UGA athletics and other initiatives. The Georgia Museum of Art honors the couple's philanthropy and devotion to the arts with the Sanford and Barbara Orkin Gallery. Sanford also served as a trustee of the UGA Foundation and UGA Real Estate Foundation.

The new four-story hall includes two auditoriums, four undergraduate classrooms, a behavioral lab, a computer lab for marketing research, six team rooms, nine interview rooms and the offices for Terry's Undergraduate Student Services.

Orkin, 88, is the last surviving child of Otto Orkin, the Latvian immigrant who founded the Orkin pest control company in 1901 and became one of America's most famous entrepreneurs during the 20th century. Just weeks before the dedication, Sanford celebrated his 66th wedding anniversary with his wife and high-school sweetheart, Barbara. As always, they were surrounded by family.

"He's not hard to be married to," Barbara said later during an interview in their stunning, art-filled penthouse atop a Buckhead



condominium with a sweeping 360-degree view of the Atlanta skyline. Sanford quickly agreed. “She’s not hard to be married to, either.” They both laughed, as they often do, displaying the humor that has been a key ingredient in their long and happy marriage, which produced four children, nine grandchildren, and three great-grandchildren.

At the dedication ceremony for the hall, Terry College Dean Ben Ayers enjoyed telling the story about how Barbara lived in Myers dorm when she was a student at Georgia, which prompted Sanford’s strategic move from the TEP House to the Lyons Apartments directly across the street from Myers.

“Sanford would call Barbara on the phone in the afternoon to take her food order for the Varsity, and then he would toss it up to her window at Myers,” Ayers said.

She caught the box, which usually contained a hamburger and fries, and went on to win election as president of Myers dorm.

The couple met when Sanford was 15 and Barbara 13. He was a star 135-pound running back for Druid Hills High School known as “Mighty Mite.” He bore one of the best-known names in Atlanta as his father built the giant pest-control company with relentless advertising. The Orkin family lived on Lullwater Road, one of Atlanta’s most beautiful streets. Barbara went to Grady High School and didn’t get to see him play.

“I was too busy playing basketball with my sorority club,” said Barbara, who moved to Atlanta the year before from Thomaston, where her father owned and operated The Leader, a successful dry goods store. She worked in the store, selling clothes, before their move.

Both teens enjoyed the Mayfair Club, a popular Jewish club on Spring Street. But they first met on a double date — when each of them was with someone else. Sanford fell for her right away and they started dating.

At UGA, Sanford got a Chevrolet in his sophomore year — freshmen weren’t allowed to have cars — and kept driving back to Atlanta to work in his father’s business. The more he got involved in the business, the sooner he wanted to marry Barbara. He went about it the old-fashioned way, by asking her father for her hand.

“When I made up my mind I wanted to marry her, I checked with her father, who was a wonderful person. He said, ‘it’s very nice of you to do that and I’m all for it’ – words to that effect,” Sanford recalled. “He said ‘go for it!’”

“His sister picked out the engagement ring for him,” Barbara added, noting that she made a good choice. Sanford kept his proposal plain-spoken. “I said, ‘Will you marry me?’” Barbara said yes. They were married on August 16, 1953.

On the same day, Sanford received his draft notice — “It was awful!” Barbara recalled — and he entered the Army just weeks after the Korean War ended. He was stationed at Fort Jackson, S.C., and was assigned to a personnel position, which kept him in the states. Barbara moved to Columbia, S.C., to be with him.

When his two-year Army commitment was up, Sanford and Barbara moved back to Atlanta. After they had the first of their children, they moved to a house on Peachtree Battle Avenue and later into a bigger house near the western end of West Paces Ferry Road. They lived there until they moved to the Buckhead condo 23 years ago.





(At top) In 1964, O. Wayne Rollins, founder of Rollins Broadcasting (second from left), presents the check for the purchase of Orkin to Sanford Orkin (second from right). (At bottom) Sanford and Barbara Orkin on the terrace outside their Atlanta home in 2001.

After the Army, Sanford began working full time with the family business, introducing modern accounting and financial methods. The changes led to personnel changes which were made to continuously improve the operations.

His father was 48 when Sanford was born and was still consumed with his business. Otto never found much time to watch Sanford excel at football and basketball. Barbara noted Sanford discouraged her from seeing him play. "He wouldn't let me go!" she said. The only family member who witnessed Sanford's exploits as a running back was younger brother Billy, who played tackle on the team.

While Otto clung to many old-fashioned ways of doing business, he was an early convert to physical fitness, walking long distances and working out with weights at the Progressive Club. Otto died at age 83, but Sanford says he wasn't sure of his age because he had no birth certificate from Latvia.

Otto's family moved to Pennsylvania approximately three years after his birth, settling on a small farm near Mauch Chunk, a coal-mining town that was later renamed in honor of Jim Thorpe, the Native American athlete who won Olympic gold medals in track and played professional football, baseball, and basketball. Otto's father had already returned to Latvia, leaving his wife on a farm with six children. She gave each child a task. Otto, at an early age, was charged with ridding the farm of rats and roaches, which he turned into a lifetime's work. He got to know pharmacists and chemists as he developed poisons for the pests. Neighbors heard about his success and hired him to rid their farms of pests.

Otto's business grew by word of mouth and in his late teens, he moved to Richmond, Va., where he opened his first office and met Sanford's mother, Miriam Berz. Orkin's ambition to go national led him to Atlanta and its railroad connections in 1926. He succeeded in creating one of America's best-known brands and continued working constantly. At one time he was known far and wide as "Otto the Rat Man."

After joining the company, Sanford was named president as he and other family members modernized the business. They replaced some employees Otto had grown to like. "We had to convince him we had to do better," Sanford said. "We went out and got professional people who were educated in their fields, whether it was advertising or accounting. We encouraged him to modernize the company. We convinced him that was the way to go."

As the children in the third generation of the Orkin family began to grow older, the family looked around and saw some family businesses failing under new generations.

"We saw too many family businesses go not very well," Sanford recalled. "So, we decided to sell."

Among potential buyers was Pierre S. DuPont III, then a top executive at his family's giant chemical





**Sanford Orkin (center) joined his family for the Phase III dedication of the Business Learning Community in September, when the Terry College celebrated the completion of Sanford and Barbara Orkin Hall and Ivester Hall. Photo by Cassie Wright**

company. Sanford led a group to Delaware to discuss a possible sale and still laughs at the formality of the meeting, which bordered on an audience with a French monarch.

“We were told, ‘Gentlemen, please stand when Pierre S. DuPont enters the room,’” Sanford recalled with a smile. Also present were representatives of the Philip Morris tobacco company and Massachusetts Mutual Life Insurance Co.

Instead, Orkin was bought in 1964 by the relatively small Rollins Inc. for \$64 million in what is believed to be the first leveraged buyout in America. The purchase price — worth approximately \$500 million in today’s dollars — was seven times larger than Rollins’ revenue at the time. Rollins, which started in broadcasting and car dealerships, raised much of the buyout money from the companies that gathered for the Delaware meeting, Sanford said.

He did not retain any Rollins shares and, instead, invested his portion of the sale in equities and real estate. One of his bigger real estate deals was buying the so-called IBM tract in Athens, where

the computer giant once considered building a plant and selling a portion of it to Caterpillar for its plant that manufactures small track-type tractors and mini-hydraulic excavators.

But the main focus of his life since the sale has been his marriage and family. He and Barbara attended PTA meetings, watched tennis matches and made generous donations to Pace Academy, which three of their children attended.

And they never lost their taste for the Varsity. Sanford would often meet his late brother Billy for lunch at the downtown Atlanta Varsity, where he and Barbara took their great-grandchildren just a few years ago.

The couple’s children joined Sanford at the dedication of the new hall on Sept. 6. Barbara was unable to make the trip, but was there in spirit. Sanford surveyed a lifetime of generosity and service to the university he loved.

“It’s really warming to me that Terry College is going to be where I lived,” he said. ■

# WORLD CLASS

*Study abroad programs are turning the whole globe into a Terry campus*

**By Charles McNair**

**T**here was something in the air last May. Terry students. Twenty four of the business college's best and brightest left Georgia for a Maymester study abroad course in Peru and Chile. After arriving in Lima, Peru's capital, at 2:17 a.m. local time, the travelers snatched a few hours of sleep, then hit the ground running for 23 days of Latin American business site visits, classroom work (including Spanish-language lessons and entrepreneurial pitches), and sight-seeing.

"We want to make this a cultural experience that's valuable and enjoyable," says Don Chambers, the lead teacher on this year's Latin American excursion and an entrepreneurship lecturer at Terry. "We balance pushing students toward a deep dive into the culture with a backdrop of academic vigor."

Terry's two-dozen joined the swelling ranks of University of Georgia business students taking advantage of an outsized — and growing — international study and internship program. In 2019, about 300 business students will see the world, learn about new cultures, and earn college credits and international experience thanks to Terry. That's a big number for any UGA college — roughly one in four of all UGA study abroad students comes out of Terry.

The rush for new borders makes business sense, says Terry's dean, Benjamin Ayers.

"Some of our students will choose to work internationally with United States companies or others, and our study abroad programs open their eyes to those possibilities," Ayers says. "It's a tremendous advantage for our students to have international experience and to have the confidence to lead in a global business environment."







TERRY COLLEGE OF BUSINESS





### Conquering fears

For many Terry students, stepping off a plane for three weeks in a foreign country at age 20-something creates anxiety.

“My main stress stemmed from the thought of being in a foreign country for a month without my parents,” says Abigail Peterson, a marketing and international business major and a communications studies minor. “I was afraid that my Spanish-speaking skills wouldn’t be advanced enough for me to be able to communicate with the locals, and I wondered if I would be able to navigate the different transportation systems.”

Students worried about the new place ... and also themselves.

“Anxious. That word describes perfectly how I felt the day we were departing,” says Itzell Ramirez-Lopez, an economics major with a certificate in legal studies.

“I was not anxious because I was leaving my family and traveling to a foreign country. I was anxious about making new friends since it has always been a challenge for me to interact with others. I feared I would be the loner in the corner, the little Hispanic girl who could not relate with anyone on the trip. I figured all 23 students would be out having a blast, while I was locked away in my hotel room.”

The journey changed Ramirez-Lopez’s attitude ... and maybe her inner self.

“I felt included right from the start and did not feel at all like I had to change to fit in,” Ramirez-Lopez says. “That feeling of being included was so special. I had never felt that way before until this trip.”

Like everyone else, Ramirez-Lopez danced in las discotecas. She climbed a mountain in the Andes, her lungs bursting. She blew out candles on a cake while classmates sang Happy Birthday around her. On her own, she explored Santiago one afternoon, amazed at her newfound bravery, her head high, her confidence soaring.

“I’m the type of person that needs to follow a schedule,” Ramirez-Lopez says, “but this trip taught me that it’s OK to not have everything planned out minute by minute, hour by hour. By stepping out of my comfort zone, I got to know myself better education-wise and social-wise. I don’t think I would have discovered these new qualities if it weren’t for the study abroad.”

Study Abroad Program Specialist Jay Mathias helped plan and choreograph the Maymester session, overseeing logistics, shuttling students to doctors for stomach bugs and sniffles, and sagely advising youngsters on the ways

*“By stepping out of my comfort zone, I got to know myself better.”*

*— Itzell Ramirez-Lopez*





of the Latin world. (He fell in love with Latin America after a trip to Nicaragua as a young man.) Working with Terry since 2015, Mathias has witnessed the transformations of students on several study abroad expeditions.

“My favorite thing about running programs is seeing the growth of students,” he says. “We’re with them at their first kind-of-awkward meeting before a trip. They don’t know each other, and they don’t know what they’ve gotten themselves into.

“Then, by the end of the program, you see how close they are. You see it at the farewell dinners — they’re very good friends, comfortable with one another ... and with themselves. Seeing that growth and confidence along with their new understanding of international issues and business is pretty rewarding.”

### **The Terry international surf team**

Four days in Lima led to total team bonding ... but through an experience no one planned or predicted.

One afternoon amid city bus tours, an exploration of a cathedral and monastery, a visit to the U.S. Embassy, and a tour of a StartUp Perú (a government-sponsored entrepreneurial incubator), the Terry team found itself together beside the Pacific Ocean.

Two students — Evan Hill and Neal Sharma, both getting BBAs in international business and finance and minors in Spanish — noticed surfer tents along the beach.

“Neal and I decided, without hesitation, to go surfing,” Hill recalls. “We dressed into a wet suit and were fitted for a board. The

rest of the group saw us making an impulsive decision and decided to join. Before you knew it, we had a group of 20 surfing.”

Eavan Hendry, a senior majoring in management information systems and international business, recalls the lesson of that spontaneous moment.

“I was ready to see the difference in Pacific waves versus the Atlantic,” he says. “I quickly learned that this was a different ballgame. Being tossed around and sucked under the water was not what I had in mind. The waves were strong like I had never felt before and could crash on top of me at any moment.

“Getting out of the water, I was shaking, my heart pounding,” Hendry says. “I was amazed at how I pushed myself to keep trying. This was a major learning point for me. Looking back, I don’t think the trip would’ve been the same without it. Surfing brought us all together as we talked about the personal challenges we each had to overcome.”

Peterson had never surfed at all. She overcame her fears, seizing the chance to have the experience.

“My first attempt backfired as the breaking wave sent me and my surfboard racing back to shore,” she says. “I completely wiped out on the unforgiving rocks on the shore ... meanwhile getting knocked in the head by my surfboard.

“I will never forget the love and encouragement from my classmates and the surf instructor, all pushing me to go back out there and try again. I will never forget sitting on my board later on, watching the sunset with people I now call my closest friends.”





## Peru's impressive impressions

From May 18-22, bonded now by their first experiences in the new culture, the students left Lima and hit the high points of Peru — literally. Deep in the Andes, they toured the Sacred Valley, visiting colonial Cusco and the ancient city of Machu Picchu, a UNESCO World Heritage site and heart of the great empire of the Inca.

Ethan Princenthal, a junior working toward a BBA in finance and international business, took away distinct impressions from a site visit to the Center for Traditional Textiles.

“We learned a brief history of this art form along with the current opportunities and challenges it faces,” Princenthal says. “Watching the Peruvian women create their products stitch by stitch in the traditional manner allowed me a deeper understanding of the center and the local culture, which appreciated ancient ways more than our own does.”

Kelsey Gomez, a finance and international business major with a Spanish minor, felt sympathy over her perception of financial injustice for Peruvian women like the weavers she saw.

“In the United States,” she observes, “we see more and more women making strides in the workforce and within businesses. In Peru, these advances seemed absent. After learning more about the entrepreneurial ecosystems, I find it a hard pill to swallow that given the motivating push factors of financial need and family, the women in Peruvian society are underrepresented.”

For others, the Sacred Valley held simpler messages.

“Machu Picchu has inspired me to see the seven wonders of the world before I die,” Hill wrote in his journal. “And in the Sacred Valley, I learned the difference between a llama and an alpaca. On further review, I decided I like alpacas more than I like llamas because they are furrrier and do not spit.”

Ironically, Hill and others dined on alpaca for dinner at their hotel that night. Their culinary education in Peru also included roasted guinea pig — a Peruvian delicacy — plus Chifa (trendy, tasty Chinese-Peruvian food) and the local ceviche.

Filled by Peru, the expedition moved on to Chile.

## Teaching business for study abroad

Chambers, associate director of UGA's Entrepreneurship Program, discovered the wide world in his own study abroad programs as a college student and on various trade missions with business organizations, including work for the state of Georgia.

In April 2018, he put in a proposal to lead the Terry Maymester to South America. The positions are competitive, but Chambers' previous experience in Santiago, the capital of Chile, gave him strong contacts and insider knowledge. He had access to guests for his classes, and he could get students into innovative operations like StartUp Chile, an incubator for entrepreneurial businesses that's been replicated in Peru and elsewhere in Latin America. Researching Chilean companies, Chambers used case studies available through Harvard



Business Publishing (Patagonia Land, Viña Undurraga, StartUp Chile, and others) for his class, which met four hours daily in Santiago.

The challenge of conducting an academic study abroad program?

“You can look at a schedule on a piece of paper and plan to cover that in your syllabus. But you have to be prepared for being always on the go. Since you’re moving constantly to get as much out of the trip as possible, you have a lot of early mornings.”

The Terry students had several 4 a.m. departures.

“It’s grinding, often getting somewhere at 10 at night and getting up again at 4 a.m. Dates don’t matter. And you’re pushing even on weekends — we did Machu Picchu on a weekend, and Valparaíso, Chile, on a weekend.

“So you take vitamins, you hydrate, you sleep when you can. I call it a healthy grind.”

Chambers and Mathias served as role models for the students, always remaining calm and collected. (*We got this*, a phrase Mathias often used, became student shorthand for *Don’t Worry, Be Happy*.) The leaders telegraphed calm authority. Early in the trip, they asked students to sit with someone new each day, a bonding ... like impromptu surfing ... that helped the students develop camaraderie.

“You start by building confidence and trust,” Chambers says. “Jay Mathias with his quiet leadership seemed to assure students that they could relax and absorb their experience. The kids were able to open their minds.

“That’s when teaching begins, when we ask, *Look around at where you are. What can you improve? What could you do here with a good business idea? How can you now use your cultural awareness to find solutions to grand challenges?*”

From May 30 to June 5 in Santiago classes at the Facultad Economía y Negocios, Universidad de Chile (known simply as FEN by visitors), Chambers coached and coaxed the team toward inventing would-be start-up businesses based on needs they’d seen in Latin America. Working in fours, the students presented their venture ideas to classmates in Silicon Valley shoot-out style, complete with a ticking clock, a smart audience empowered to fire off questions, and a vote to choose a winner ... a winner that in the real world might walk away with start-up funding.

One team, troubled by the hundreds of stray dogs they encountered running wild in Peru, conceived Happy Hounds, a luxury dog food product. Its business plan rolled revenues over into feeding strays and paying for neutering.

Another team came up with Nutri, a prepackaged vitamin/supplement collection for students going abroad to places where healthy foods and balanced meals might not be readily available.

**Terry College students took in sights throughout Peru and Chile during their study abroad while also visiting South American businesses and learning about international commerce.**





A third team brainstormed OSMOSIS, a virtual reality device that would allow orthopedic surgeons to learn and practice surgical techniques without live patients or facilities. The fourth Terry team proposed Recicin, a line of biodegradable bottles/containers for soft drinks and other products.

The winning entrepreneurial product pitch, as determined by a vote of Terry peers? PerishAPPLE, an app that grocers or consumers would use to keep track of expiration dates of fresh goods they purchase.

Surfing was a wet, salty crucible for friendships. The classroom, with entrepreneurial pitches, research and rehearsals, forged an equally powerful — if warmer — Terry bond.

“I’m proud they had that camaraderie,” Chambers says. “It held to the very last day. (And beyond — the Maymester Latin America students stay in touch online.) They were able to explore and absorb and enjoy. They grew up substantially. They were able to see that we do great things in the USA, but others do great things all over the world.

“It’s a privilege to make some small difference in their lives that they can take forward with them.”

### **Chile opens its doors**

Again, the Terry team blended cultural and economic learning in its time in Chile.

Students visited a winery outside of Santiago after studying the business case of a similar Chilean vintner. Rain caught them in the vineyard and sent them scurrying for shelter.

They chugged into the Andes, one of the world’s highest ranges. In May, winter is about to begin in the Southern Hemisphere. The first snow of the season fell while the group visited. It made an exhilarating context for a high climb, but it later led to a disappointment.

“We made an excursion to a water reservoir and hot springs, but we never reached the hot springs due to the snowstorm,” recalls Hill.

The Museum of Memory and Human Rights in Santiago left a swirl of emotions.

“It was one of the most impactful experiences I had on this trip,” says Hendry. “I knew that there had been a vicious dictatorship, but did not fully understand the impact it had on the country.

“Our tour guide was 8 years old at the end of the dictatorship. He lost his grandfather to the regime. Hearing him speak moved me, and I know every time he talks about this time in his life, difficulty must come with it. Yet he does so with such poise and control. You can hear the hurt in his voice, yet he remains strong.”

Late in the trip, the group went to Valparaiso, a colorful port city on the dramatic Pacific coastline. Students took a graffiti tour, watched surf pound the black rocks, and sand-boarded down enormous dunes north of the city.

Kelsey Gomez even saw a business lesson in the dunes.

“Terry’s Business in South America program is like when I attempted to sand-board in the Concón dunes,” she says. “The sheer exhilaration of freedom in a foreign













country was the momentum propelling me down the mountain. Then I hit life's obstacles — a minor illness and course work were the sands that halted my board and yet still propelled me forward. There were moments we felt as if we were flying, and then there were the moments when, despite our greatest efforts, we fell."

Business site visits took the team to StartUp Chile, an entrepreneurial incubator that has had a major influence all through South America, and to Wayra, an innovation and venture capital operation of Telefonica SA, a Madrid-based multinational that's one of the largest telephone and mobile network providers in the world.

At StartUp Chile, the team met Phannipha (Ann) Pichestapong, co-founder of an e-commerce start-up called DataCue. She walked Terry students through the presentation she uses to introduce her company and to seek venture capital. (Many of her tips showed up in the students' pitches for their imaginary products.) DataCue technology learns from each visitor to an online retailer's site, then automatically changes the website, customizing it to that user for the next visit.

"I've always thought that study abroad programs are very good at inspiring students about their career options," says Pichestapong. "When I was deciding my career, entrepreneurship was unheard of and wasn't encouraged by my family. In hindsight, I wish I'd been exposed to an environment where entrepreneurship is celebrated.

"I hope the Terry program has given these students an important lesson in risk-taking," she adds. "The road of entrepreneurship is a hard one, and you may have to make a lot of sacrifices along the way, like moving to a new country, leaving a comfortable corporate job, and fighting to keep the lights on for your business. I hope they've learned that taking a risk to start a business in what they are deeply passionate about is OK."

Chilean executives also visited the students in their FEN classrooms.

Dr. Ezequiel Juritz Davies, senior protein designer at Protera Biosciences, made a point of lauding study abroad programs.

"The ability to combine theoretical concepts learned in the classroom with the experience of understanding actors in different cultural and socioeconomic environments is what characterizes an outstanding businessperson," he says.

Verónica Medina, executive director, Chamber of the Americas in Chile, also left with a strong impression of the Terry travelers.

"It struck me how insightful their questions were, and how interested they were in different aspects of Chile — not only the economy and business but also the culture," she says. "They seemed very impassioned and looking forward to their future."



## The internal internship:

### NOTES FROM A SIX-WEEK INTERNSHIP IN CHILE

*Neal Sharma and seven other Maymester Latin America study abroad students from Terry took internship offers with companies in Santiago. Sharma documented his six weeks at AltaDireccion Capital, a firm of business advisors with offices in Chile, Peru, and Colombia. His notes describe the internship and convey how it adds value to the study abroad program:*

**The purpose of AltaDireccion** is to help medium- to large-sized businesses develop a competitive edge in the corporate field. AltaDireccion does many different types of deals for clients, including debt restructuring, loan agreements, mergers and acquisitions, real estate, etc. It was founded in 2012 by Christian Cerna, the current CEO.

AltaDireccion's vision is to generate high value for clients, shareholders and executives. It has four value pillars all employees follow: integrity, trust, commitment and creativity. The company has 10 full-time employees and more than 25 part-time staff. The part-time employees mostly search for new clients, and they're paid a commission based on what AltaDireccion earns for the new client.

I had the opportunity to shadow Mr. Cerna, and this required me to be ready to leave the office at any time. I got to see what running a corporate finance business is truly like. My main role was to work on debt restructuring deals with their partner KPMG. I used (and improved) my Excel skills to develop financial statements. I also honed my presentation skills showing results to the CEO.

The most important lesson of my internship was from Mr. Cerna. He taught me the importance of being personable and open to all clients. This was important to me because many people have a stigma about CEOs, thinking they are only concerned about themselves. My opportunity in Santiago helped me realize that being a genuine person will go much farther than anything else. Mr. Cerna would always take his clients out to lunch and talk with them about their families before beginning any business. Even if a deal did not work out, he would never leave the table without a smile on his face.

My most significant challenge was working in a country where only 5% of the population speak English. I dealt with this by trying my best every day to communicate with my co-workers and people around me in Spanish. Even though my Spanish is not the best, everyone appreciated the effort I put into trying to communicate. I was glad I took the route of discomfort and learned from it rather than solely talking to English speakers at the company.

Every Monday, the employees of AltaDireccion would meet in the morning and discuss the week's plan. I would take notes using all the words I understood, then write down the rest that I did not understand ... which was a lot. After the meeting, I would go back to my desk and try and figure out what the meeting was truly about before Mr. Cerna took us with him to his first meeting. The fast-paced atmosphere of my internship was what made me love it the most.





*“Study abroad is transformative for any student.”*

*– Marisa Pagnattaro*

### **A transformative experience**

Marisa Pagnattaro directed the study abroad programs during this Maymester. (She has since become vice provost for academic affairs at UGA.)

“Study abroad,” she says, “is transformative for any student. One of the most valuable things it does is develop qualitative skills in a global context — resilience, creativity, adaptability and trust working among others. This kind of high-quality, high-impact immersion experience stands separate from all other kinds of education.”

Terry educates future businessmen and businesswomen with spring break programs in Panama, Vancouver and Bermuda. Maymesters open the way for students to study in London, Central/Eastern Europe, and Peru/Chile. Students can summer in Beijing and Shanghai, first in classes, then in internships.

There’s also a summer program at Oxford, plus other exchange and study abroad offerings.

Mathias has since left Terry for a plum position at an international logistics company. He saw Terry’s study abroad program grow by leaps and bounds after he joined in 2015. The number of programs grew, financial aid flowed, and internships abroad became a standard feature among Terry students.

Jennifer Chapman, the new International Business Programs director, sees tremendous value in all Terry study abroad programs.

“We want Terry students to have business technical skills, but also develop as professionals,” she says. “Study abroad allows them to develop soft skills in a new environment and learn firsthand how global business works today and how much of an impact culture can have on the practice of business. Study abroad makes a well-rounded human.”

Neal Sharma captures the allure of study abroad very thoughtfully in a journal entry.

*Why did someone look up at the moon and think to themselves that it was humanly possible to get there? I’ve never understood humans and how our minds work. We seem to feel the most comfortable participating in activities where we don’t know the end result. This is what this trip has felt like to me. From the day I signed up, I truly did not know what to expect. And that’s my favorite part — it takes me to the road less traveled.*

*I think that the curiosity of not knowing what to expect is what has driven humans since the beginning of time. And that is what has driven me throughout this trip and my life. It’s what makes an experience like this so beautiful. 🍷*





# community



Photo by AJ Reynolds

## **‘I don’t give up’** | Page 42

*Ryan Leveille, Olympian and world champion speed skater, takes his competitive drive and determination into the business world.*





# ‘A role that was really perfect for me’

*Martee Horne, Terry’s executive director of development and alumni, is retiring after two decades of engaging alumni and building Terry’s development team.*

**By Ed Morales**

**M**artee Horne is on the move. It’s the evening of the donor dedication dinner to commemorate Phase III of the Business Learning Community, and Horne is making sure everything is in its right place. As the Terry College’s executive director of development and alumni relations, Horne (BBA ’78) played an integral role in making this night a reality. She was there when the plan for new B-school facilities was not six buildings, but one; when the team around her was not 19, but two.

So she paces, checking seating, checking sound, making sure her staff has what it needs. She’s there because she’s always been there.

But that’s about to change.

After 22 years at the University of Georgia with 20 at the Terry College, Horne is retiring in January, leaving a post and office she built from the ground up.

“I think it’s time for new blood,” she says. “Time for me to do the things I still want to do while I still have my brain and my body.”

Horne’s role in engaging Terry’s alumni cannot be understated, say those who know her best. She set about bringing more alums back to campus while helping to raise the money to transform the college into what it is today.

“The biggest thing that Martee has done is be the catalyst for the Terry College, and I think more broadly for the University of Georgia building relationships with its alumni on a regional and national basis,” says Darren DeVore (BBA ’86), managing partner of Broad Pine Investments. “Martee was at the forefront of leading that charge.”

I sat down with her this fall to see where she’s been and where she’ll go from here.





**Martee Horne receives a standing ovation during a Terry Alumni Board meeting at Studio 225 in September.**

### **How did you get your start in fundraising at Georgia?**

It's 1996 and I had been at home with my children for 12 years and done lots of leadership volunteer work in the community — president of the Junior League, president of PTO, chairman of the Clarke-Oconee American Cancer Society — stuff like that. After completing some service for the 1996 Olympics, my husband suggested the next thing I took on have a salary and benefits attached! (laughs) I began to think about going back to work. I have a degree from Terry in MIS, but the computer world had changed dramatically plus I never felt computers were my strength anyway. I told a few folks I was considering reentering the working world. My friend, Kathy Bangle, who works at the UGA Foundation, reached out and she said UGA had a position in development that 'has your name written all over it.' I asked her what they developed! Seriously, I didn't know development equaled fundraising! But I got the job and started in October 1997. I was so green it made the Wicked Witch of the West look good. I was fortunate to fall and grow into a role that was really perfect for me and the rest is history.

### **What prepared you for the job before you came to Georgia?**

I did some event fundraising with my volunteer work, but I don't think that's what landed the position for me. Scott Sikes (former UGA executive director for leadership and major gifts) told me he hired me based on the reputation I built in the Athens community of being a volunteer who got things done. He also said he could see me talking with a farmer in the field as well as a CEO in the boardroom building solid relationships with both!

### **Where was Terry at the point when you came in?**

I made the change from central development to Terry in April 1999. I made that move because this is where I hailed from, I had a business degree, and it seemed like a nice fit. At that time, Terry had one person in development (me) and one person in alumni relations. We were an immature fundraising operation. Of course, I didn't realize that at the time. Remember I was as green as the wicked witch. Let's just say we had nowhere to go but up.

### **Why do you think that was?**

Changing times, shrinking resources, and the increasing emphasis on securing private gifts were key drivers of building the Terry development and alumni relations (TDAR) operation. Dean George Benson, who was kind enough to take a chance on me and hired me, was a very good fundraiser and friend-raiser. Under his leadership, we began to engage greater numbers of alums. Through that alumni outreach we began to expand our development efforts. It was definitely a grassroots approach through which our operation began to mature. All four deans I have worked with have made college advancement a top priority. Each brought special gifts to the table, each gave me opportunities to succeed and were amazing mentors. As their emphasis on development and alumni relations grew, our TDAR staff grew, alumni engagement grew, private financial support grew, opportunities for students and faculty grew. Looking back I can see how over the years one thing built upon the other.

### **The Terry brand grew as well, and that could be part of it.**

You are right about that. It was another one of Dean Benson's priorities. In 1999 if you asked a student they would say they went to the business school at UGA. A few years later, they would say they went to the Terry College. A few years later, alumni in Georgia and throughout the Southeast echoed the Terry name and the brand began to take off. Many of our C-suite executives in Atlanta — the Pete Corrells, the Earl Leonards, the Doug Ivesters — were clear Terry needed to have a physical presence in the Atlanta market. When the college leased space in Buckhead with UGA and Terry's name on the building, it was tremendous for visibility and the brand.

### **There have been many remarkable people who came through Terry over the years, a college can't reach those upper echelons if you don't have those graduates.**

It's pretty incredible how many affluent alumni Terry has. When we launched the Building Terry campaign, the number of successful alumni discovered across the nation was astounding. They had been busy building careers and were disconnected from UGA, many since graduating. It was so fun to bring them back to campus, share their walk down memory lane and watch their amazement in discovering how far our B-school had come since they were students. *Priceless!*



**Martee Horne (second from right) poses with part of her team during an alumni event at the Foley Courtyard.**



**It was different for them because when they were here there wasn't a brand or a central place within the college to get together.**

True for them and for me. We came to UGA, we went to class, then we went back to our dorm room or apartment to study, socialize, etc. That's what we did day after day. We had no place to gather, no place to get to know our classmates or our teachers. It was sort of like being a commuter school. It's so different now. The Business Learning Community facilitates engagement. Case in point, Terry hosted an event in Atlanta for the Class of 2019 and about 150 attended. They had never been to an alumni event because they had just become an alum. They didn't really know what to do upon arriving, *but they all knew each other*. That would have never happened 15, 20 years ago! It was so gratifying to see the camaraderie among these new alumni. I am confident this trend will continue.

**When did you first hear the idea of building the Business Learning Community, and what were your initial thoughts?**

Around 2000 or so there were conversations of a new complex for Terry, a new building for Terry or possibly an addition to Brooks Hall. These conversations were with people who could make a difference in terms of the private funding piece. One of the alums involved in these discussions came over, unbeknownst to us, and scoped out the idea of adding on the back of Brooks Hall. During our next meeting, he was clear that expanding Brooks Hall would only be 'putting a band aid on the problem.' However, if the college built a new home, he was interested in making a lead, anonymous gift. This was the catalyst needed. The university committed the perfect building site and the college began to move forward with a concrete plan. Dean (Robert) Sumichrast came in 2007 and we began to work with a fundraising consultant to plan the Building Terry campaign. After much discussion, we launched an aggressive \$90 million campaign — \$70 million for facilities, \$10 million for faculty support and \$10 million for student support. And we launched it in July of '08, simultaneously with the Great Recession. Some folks thought we were crazy. I think maybe they were right! (laughs) But seriously, we just didn't have a choice because the need was so great.



**Dudley Moore Jr. (on left), Martee Horne and Jack Rooker during Phase II dedication festivities.**



**Martee Horne, who earned her MIS degree from Terry in 1978, has worked at the University of Georgia for 22 years.**

**At the time, more and more students were choosing the business school too, so the college really needed bigger facilities.**

Yes we needed space, but a key driving factor was the type of space needed. Terry had little space for students to gather, to meet with faculty and recruiters. That now happens in the Casey Commons in Amos Hall. There was no cafe or project team rooms... no capital markets lab, music business recording studio, innovation lab, all the specialized spaces business schools aspire to have. With the completion of the six building Business Learning Community, Terry now has space for students to gather, study together, and meet with faculty, potential employers, and alumni. It has been a huge success because students are here day and night!

**What about your job has brought you the most satisfaction?**

The thing I most enjoy is the opportunity to re-engage alumni with this special place. We had such limited ways to do that in the beginning, but now there are myriad ways for alumni to engage with their time, talent and investment. To see an alum walk back on this campus, reminisce about their time here, be wowed at what's happening now and want to give back has been very special and rewarding.

**And beyond just giving, alumni are engaging because they want to be part of what is happening at Terry.**

I believe strongly in family and positive, caring relationships. One of the things I tried to do is treat every person I work with both internally and externally as I would treat family. This philosophy has bled over to the way the TDAR staff works with all of our constituents ... our Terry Family. When meeting with a potential donor, my words have always been something to the effect of 'Yes, my role is to raise money for UGA, however, I do not want to talk about that until you have the opportunity to engage in ways that are meaningful to you. Come to campus, meet our leadership and understand their priorities and vision. Engage with students to understand from their prospective how the Terry College is working and continuously improving to broaden their career aspirations.' This helps people engage and find the right fit for their time and talent. Ultimately, most discover this is a place where they want to invest and make a positive impact. It's been so much fun to have been a part of this journey for so many amazing alumni, friends and parents.



### **What are you going to miss?**

All of it (laughs). I'm going to miss the incredible people I work with every day — it's a tremendous staff. I just can't say enough about their professionalism, positive attitude, and caring spirit. Each person on the TDAR team truly cares about UGA, Terry, and the people they work with. When alumni are sick we check on them, when they've had babies or grandchildren we congratulate them, when they receive an award we praise them. We work very hard to show we care about them because they are an important part of our Terry Family. So you ask what will I miss...I will miss my Terry family.

### **What are you going to do next?**

I plan to spend more time with my family, particularly my six grandchildren. I also have a passion and a heart for mental illness and addiction, and I'm going to work toward trying to effect change for the better because the system is currently flawed. I don't know what that will be — is it fundraising, is it being in the political world, is it choosing one place and working with it? I'm not sure at this

point, but that is going to be a big part of my life moving forward. And, I will certainly remain engaged with UGA and Terry always.

### **Last question, tell me honestly, is retiring exhilarating?**

I don't know yet, but I feel like the time is right for me and for the college. The buildings are complete and we have made great strides toward building the college's endowment, which will be important for Terry's future. I don't know how exhilarated I will feel, but I'll let you know when I find out!

One last comment if I may. A huge shoutout to Dean Ben Ayers, (President) Interim Dean Chuck Knapp, Dean Robert Sumichrast and Dean George Benson for their tremendous support of my career. I learned so much from each of them and owe what success I have had to them. Thank you to all of the alumni and donors I've had the privilege to work with over the past 22 years. I am so proud to have been a part of their UGA Terry journey. Thank you for everything you have done and will continue to do to advance a place we all love dearly.

GO DAWGS! 🍀

# A WORD ON MARTEE HORNE

## **DAN AMOS (BBA '73) BUILDING TERRY CAMPAIGN CHAIR**

"I've been involved with a lot of fundraisers and not many bigger than this one, and I don't think there was one any more organized than this one was. You have to remember we had every chance in the world to have disruption. Martee's legacy has to be the campaign success. Nobody has done an academic fundraiser of that size. If we hadn't had made it, a lot of people would have been blamed, but when you make it, everyone wants to take the credit. There are very few people who deserve the credit, but you have to make Martee one of the leads. She was behind the scenes, but she did her job in a way that was very positive, and you wanted to get it done and wanted it to be successful. She understood we all love our university and we wanted to make it a better place. That's the sign of a person that understands what you've got to do."

## **DARREN DEVORE (BBA '86)**

"I had nothing to do with the college or the university since I graduated prior to Martee recruiting me. She got me engaged and it was at that time we started talking about the need to build relationships not just with alumni in the state of Georgia, but

regionally and nationally because that was a weakness not only with the Terry College but with something the University of Georgia needed to work on as well. Martee was at the forefront of leading that charge."

## **HILL FEINBERG (BBA '69)**

"This school is going to lose one diamond. She knows how, in a very genteel, professional way, to embrace people and get them engaged and involved in the institution. I can remember when I first met her, she in a very professional way embraced me, got me engaged and got me interested before she asked me for any money, and it's beautiful how she did it. She makes you feel like it's a place you should be interested in and did it in a way that you became involved. Giving the money was not done reluctantly, it was that giving the money became a high point in your life."

## **TED MCMULLAN (MBA '93)**

"Martee is a great leader and is very passionate about the university. She lives and breathes it, and is really great at sharing that enthusiasm but also articulating the changing needs of the school. The whole Building Terry Campaign happened during her watch and that would be a huge capstone to anybody's career. She won't

want me saying this, but she can claim a lot of responsibility for the success of that campaign. She established a culture of not only giving by alumni but by having faculty and staff embrace and engage the alumni to get involved. The more people that get involved in a cause, the more they are going to want to give."

## **JACK ROOKER (BBA '60)**

"She got marching orders from the deans she served under, but she's always been able to execute. That helped make the change at Terry as much as anything. She's a people person. She always knew how to make people feel good, and once they feel good they followed her directions. That's a pretty simple formula there, you can get a lot done doing that. Her legacy is cooperation and getting along. That to me says it all. She can get along with the devil, I think that's the best asset she's got."

## **BROTHER STEWART (BBA '74)**

"I have enjoyed our working relationship as much as any I have ever had with a 'peer' team member. Her trust, focus and devotion to the task is enviable, and I will truly miss her. Thank you for your above and beyond commitments to the goal and enjoy the fun times you so richly deserve."



# WORLD-CLASS SKATER CROSSES OVER TO DIGITAL PATHWAYS

**RYAN LEVEILLE (BBA '13, MBA '18)**

By Ray Glier

**R**yan Leveille wants the ambitious business student to look at their résumé upside down. Leveille insists the right-side-up, conformist résumé obliterates what should be illuminated.

Failures.

The job hunter leaves out those things that reflect daring and resiliency, hallmarks of Leveille's business style. It can occasionally lead to missteps, but can also produce grand accomplishments.

"I don't know that I would get hired if I put all my failures on my résumé," Leveille said. "You look at a typical résumé and it is so misleading. I've had so many failures, maybe not big failures, but failures."

Leveille has all manner of introspection for the Terry College business student.

Here's one:

"There is a lot of inherent good that comes along with not being afraid to fail so many times," says Leveille (pronounced lev-ee-ay), "if you don't look at them as failures, but as learning opportunities."

Here's another:

"What I have is a mindset, a way of thinking. It's an inner drive, and it's less about talent; it's more about dedication, hard work, perseverance. It's the soft skills that I think that I possess, that evolved and enhanced over time. I don't give up."

It's more like, Leveille, 36, does not let up. He has five degrees (three from the Terry College). He was a world-class speed skater and U.S. Olympian. Leveille led an award-winning innovation lab with General Electric where he worked for six years, first in energy, then transportation. In May, he was hired by The Coca-Cola Company to find inventive digital pathways into the colossus that is e-commerce.

Leveille's public résumé is full of hosannas. His incognito résumé — the one with blemishes — means just as much to him. He's not reckless, the guy out on a limb sawing the branch behind him, but Leveille is the type of business thinker who wonders, "Is there something to learn from the guy who is about to crash to the ground after he saws through the limb?"

"I put myself out there," says Leveille, "my personal relationships, my jobs, service to the community."

He has a forthright personality and asks questions of people around him all day. Leveille is also a hybrid thinker, that is, he considers what is real and what is imagined and marries the two. In other words, dreaming while awake.

And here is another nugget for business school students:

"You get knocked down, and I've had so many failures. We all

struggle, but we need to be resilient. It's a key differentiator of people. We live in an increasingly digital world, where we idolize perfectly curated versions of one another's lives and consume highlight reels of achievements. I believe this does disservice to the health of our society, especially to young dreamers looking to their peers and leaders for paths in life that resonate with their own ambition."

There was a sentinel moment for Leveille, the instant he was unafraid to fail and suddenly became an unblushing strategist who went for it. He was 13 years old and an inline skater of modest ability in competitive races. But in an invitational in Pensacola, Fla., Leveille, who habitually finished in eighth or ninth place, changed his mindset. Instead of trying to win the race with three laps to go, he decided to win it with seven laps to go. He roared to the front of the pack, stayed there, and won the race.

It defined him. Forever.

"Something just clicked," he says. "It wasn't physical. It was mental. It was a belief that I can put myself out there and no matter what happened, it wasn't about the outcome. What mattered was my approach. And I've taken that perspective ever since."

Leveille started to dominate the sport nationally after the race in Pensacola. He turned professional inline skater when he was 15. By the time he was 17, he was unbeatable. When he was 18 and graduated from North Forsyth High School, Leveille moved to Los Angeles following the path of other successful inline skaters who became Olympic contenders in speed skating on ice.

Along the way, he changed his name. He had been Ryan Cox, son of Jimmy Wayne Cox, but when he was 15 his father went on a drunken rampage and Ryan got in between his dad's fists and his mom. Ryan was hospitalized and didn't talk to his father for 10 years. Ryan changed his name to honor his mother, Cindy. The two of them would clean mobile homes to make ends meet when Ryan was 16 years old.

Leveille was on the verge of traveling with the U.S. speed skating team to the World Championships in 2004 when he had another sentinel moment, but this was one that was horrific. On a rink in Los Angeles, his skates went out from under him on an uneven patch of ice and he hit a concrete wall at 30 miles per hour with his lower back.

The force of the impact was enough to compress vertebrae and take 1½ inches off his height. Leveille's back was broken in five places. He should have been paralyzed.

Leveille was in a fiberglass body cast for four months. Skaters who have gone through that kind of calamity do not return to the



sport. Leveille was back in 18 months. He returned invigorated and made the 2006 U.S. Olympic Skating team during a golden era for the sport in the U.S. where there were world-class skaters galore in competition with each other.

That Leveille forthright personality made him an antagonist to the Olympic gold medal skater Apolo Ohno, a teammate, who did not like to lose, not even in trials. Leveille does not like to lose, either, and refused to bow to Ohno.

Leveille did not medal in the 2006 Games, but trained hard for the 2010 Games in Vancouver. He wants always to be distinctive so he set his sights on being the first skater ever to qualify in short track and long track for the Olympics. It was realistic. In 2008 competing as part of the U.S. World Championship team, he won gold, silver and bronze medals while competing in the 1,500-meter and 5,000-meter relays.

But as Leveille was on his way to the U.S. Short Track Olympic Trials, his mother called him. His father, homeless, was found splayed out on a street in downtown Atlanta. Leveille competed with less than a full heart at the trials and became a team alternate, only a year after winning at the world championships. Leveille then rushed home to be with the man who had once put him in the hospital.

He was quickly called back by the national team to sub for injured teammates, a move his father supported. But he missed the Long Track Olympic Trials, choosing to be with his father after doctors said he only had days or weeks to live. For Leveille it would be a bittersweet and unplanned retirement.

Life — and his father — taught him empathy, a soft skill that is essential to business, he says. Leveille's father died two months later of congestive heart failure.

"The lesson of forgiveness with my father was more valuable than any Olympics, any medal," he says. His athletic career was over.

So at 27 years old, with no skills other than skating, Leveille enrolled at Georgia as a freshman. He earned undergraduate degrees in management information systems and international business. After graduation, GE hired him for an energy project and while working in San Francisco he earned a master's degree in technology from Indiana University.

He moved back to Atlanta to be closer to family and friends, and while building an award-winning innovation lab for GE, took home a Terry MBA in strategy and, at the same time, a master's in design from the Savannah College of Art and Design.

Leveille is just the person to take Coke out on the digital roadway with his rhythmic style of backcasting. The company spent 100 years building a global supply chain, but its platform is no longer just pallets, but bytes.

Ryan Leveille, the guy who puts himself out on a limb, is just the dreamer/doer Coke was looking for. ■



Photo by AJ Reynolds





# Two-pointers *and three degrees*

**TINA TAYLOR (BBA '03, BBA '04, MAcc '05)**

By Chris Starrs (ABJ '82)



If you think six years is a long time to be a college student, let me introduce you to Tina Taylor.

Starting her college career in 1999, Taylor earned undergraduate degrees in accounting (2003), finance (2004), and a master's in accountancy (2005) by the time she was done. As a member of the Lady Bulldogs basketball team, she fought through four knee injuries and was granted six years of eligibility playing for legendary coach Andy Landers. She played in 71 games, was named to the SEC Academic Honor Roll four times, and in 2003-04 served as a student-athlete representative on the UGA Athletic Association's Board of Directors.

Talk about six years well spent.

"I was there six years and it was a good six years," she says. "I was redshirted a couple of times, and the fact that (Landers) cared enough about me, my education, and me getting my education was amazing.

"When I thought about all the different reasons I wanted to go to Georgia, yes, the basketball program was a huge part of it, but the other part of it was education," adds Taylor, who hails from Longview, Texas. "I always knew I wanted to be in business, although I didn't know in what form that would be. But I knew Terry College was the school for me."

Now working as a tax senior manager in private client services for EY in Houston, where she was recently named partner, Taylor may have left Georgia unsatisfied with her basketball career, but she was more than pleased with what she gained in the long run.

"My basketball career didn't go the way I wanted it to go, but I don't have any regrets by any stretch of the imagination," she says. "I wouldn't be in the career I'm in now without being under Coach Landers and being a part of those teams."

Taylor says when it comes to seeing his players graduate, Landers — who coached the Lady Bulldogs for 36 years — didn't just talk the talk.

"He never wavered, he never said, 'You know what, Tina? This is not working out for us. Maybe it would be best for you to move on,'" she says. "That was never the conversation. It was all 'How can we help you be better as a person, as a student-athlete?' and it just means so much to me."

The life of a student-athlete at any major college program is a never-ending loop of classes, studying, practice, travel, and competition. Taylor remembers many late nights flying back to Athens after an away game spending the entire flight buried in books. And she recalls the Terry College professors who helped her in dealing with a schedule many

would find simply impossible to navigate.

"It was a true partnership," says Taylor of her UGA days. "When I think about the schedule a college basketball player has, which means you're gone a lot, and what I chose to study, accounting, which is very strenuous and requires a lot of studying and a big-time commitment, I sometimes wonder how it all got done. You're talking about two different levels of commitment that I had to deal with. But my professors were so awesome."

Taylor says the Terry College professors who made the biggest impact on her were Ben Ayers (now the Terry College dean), Mark Dawkins (now dean at the University of North Florida), and Dan Smith (who passed away earlier this year). Taylor's mentors, as well as her teammates and coaches, played a huge role when her father died during her time at UGA.

"They were always flexible and always willing to work with me," says Taylor. "My father passed away my junior year, and to think about dealing with that, and school, and accounting classes, plus basketball — it was a lot. But everybody was so accommodating and wanted to help from both sides. It made a period, that was probably not the best in my life, much more manageable."

Taylor, who was a star basketball and volleyball player at Longview High School, has done her part to help those coming after her by endowing a scholarship in honor of her father at her alma mater.

"That's something that means a lot to me," she says. "I started it a little over 10 years ago as sort of a way to give back. I feel the same way about Longview High School as I feel about Georgia and the education I received. I'm committed to seeing under-resourced students receive an education.

"The scholarship is geared for girls' basketball players because, of course, I was one and I understand the time commitment and dedication you have to have to be part of the team. For those that aren't able to receive a basketball scholarship, I'll help them. (The scholarship) has helped 15 to 20 young ladies get to college in the last 10 years."

Making partner at EY is certainly Taylor's highlight of 2019, and the cherry on the sundae came when she learned she was named one of UGA's 40 Under 40.

"My first thought was, 'They have the wrong person. I don't belong in that group,'" says Taylor, one of 11 Terry College alums honored.

"I'm very grateful that somebody thought enough of me to include me in that group. It's definitely not something I expected. I'm very humbled about it because it means something, when it comes to Georgia, to be recognized in that manner. It's very cool." ■





## COMMUNITY: FACULTY RECOGNITION



**BHARADWAJ**



**CAMPBELL**



**CARPENTER**



**CHRIST**



**HAMMERSLEY**



**HOLLENBECK**



**KUMAR**



**SCHECTER**



**SMITH**



**SUH**



**WHIPPLE**

**Sundar Bharadwaj**, the Coca-Cola Company Chair of Marketing, was named to the American Marketing Association's Academic Council. He will serve a three-year term.

Associate professor of accounting **John Campbell's** paper, "Skin in the Game: Personal Stock Holdings and Investors' Response to Stock Analysis on Social Media," received BlackRock's 2018 *Review of Accounting Studies* Conference Best Paper Award.

An Institute for Fraud Prevention grant was awarded to "The Impact of Big Data and Data Analytics in Finding Fraud," co-authored by associate professors of accounting **Tina Carpenter** and **Margaret Christ** and former doctoral students Christy Sims and Ashley Austin.

**Jacqueline Hammersley**, a professor in the J.M. Tull School of Accounting, received the 2019 Deloitte Foundation Wildman Medal Award for a paper she co-authored called, "Audits of Complex Estimates as Verification of Management Numbers: How Institutional Pressures Shape Practice," published in the Fall 2015 issue of *Contemporary Accounting Research*. The award was presented in the form of a medal and a monetary prize at the American Accounting

Association's annual meeting in San Francisco. The Deloitte Foundation Wildman Medal Award was founded in 1978 to commemorate John Wildman and to encourage research relevant to the professional practice of accounting to which much of Mr. Wildman's life was devoted. Hammersley, with former Tull doctoral student Michael Ricci, was also awarded a Center for Audit Quality Research Advisory Board grant for their project, "Using Audit Programs to Improve Auditor Evidence Collection."

**Candice Hollenbeck**, a lecturer in the Department of Marketing, was named a Service-Learning Fellow by UGA's Office of Service-Learning. The fellowship program is a year-long faculty development initiative providing opportunities for instructors to integrate service-learning into their teaching, research and public service work while becoming recognized campus leaders in service-learning pedagogy and community engagement.

Associate professor of marketing **Piyush Kumar's** paper, "The Long-Term Impact of Service Failure and Recovery," was selected winner of the *Cornell Hospitality Quarterly's* 2018 Best Paper Award.

**Aaron Schechter**, assistant professor of

MIS, received the Young Investigator Award from the Army Research Office for his proposal, "Human-Machine Team Dynamics." The award includes a \$300,000 grant over three years.

**Rosanna Smith**, assistant professor of marketing, was named a Lilly Teaching Fellow by UGA. The fellowship is granted to 10 early-career tenure-track professors each spring and provides opportunities to develop skills associated with effective teaching.

**Paula Suh**, assistant professor of finance, won the Financial Management Association's 2019 Best Paper Award in Corporate Finance and Financial Institution for her article, "Inter-Firm Patent Litigation and Innovation Competition." The award was presented during the FMA's 2019 Asia/Pacific Conference.

**Ben Whipple**, associate professor of accounting, received the Financial Accounting and Reporting Section's Excellence in Reviewing Award from the American Accounting Association. The award recognizes reviewers who demonstrate superior abilities in reviewing papers as part of the paper selection process for the FARS mid-year meeting and AAA annual meeting.



# class notes



Left to right, top row: Stephanie Fagler (BBA '98), Scott Mastley (MBA '03), Brian Dill (AB '94, MBA '19)  
Bottom row: David Burch (BBA '73), Susan Vann Moss (BBA '97), Lael Chappell (BBA '06)

**Where did Terry take you?** Submit your class notes online, upload photos, share a promotion.  
[terry.uga.edu/alumni/resources](http://terry.uga.edu/alumni/resources)





**Robert Alford** (BBA '70) of Canton was honored as the Georgia Public Risk Professional of the Year at the Georgia Public Risk Management Association Annual Conference. He is a human resources manager with the Cherokee County Board of Commissioners.

### 1970-74

**Dale Atkins** (BBA '73) of Baxley was appointed by the governor to the Jekyll Island Authority Board, where he will serve on JIA's human resources and legislative committees. He is a real estate broker and certified general appraiser as owner of The Atkins Agency.

**David L. Burch** (BBA '73) of Gainesville is a member of the University of Georgia's Presidents Club and has more than 47 years of experience in the financial services industry. He founded Lighthouse Financial Advisors LLC in 2006 and joined Cambridge Securities to serve as its broker-dealer in 2018. Lighthouse Financial Advisors has offices in Atlanta and St. Simons Island.

**Rick Tamplin** (BBA '75) of Newnan retired as SVP at J. Smith Lanier & Co., a Marsh & McLennan Agency company. He spent 43 years in the insurance industry.

### 1975-79

**Jack P. Gibson** (BBA '77, MBA '79) of Dallas, Texas, was honored as the recipient of the Gottheimer Malecki Memorial Award. This award is presented annually to a Chartered Property Casualty Underwriter Society member who has made an outstanding contribution to the field of insurance or risk man-

agement and also recognizes support of the CPCU designation. He is president and CEO of International Risk Management Institute Inc. and CEO of WebCE Inc.

**Byrd P. 'Rusty' McGahee** (BBA '77) of Augusta was named to the University of Georgia Board of Visitors. He is the retired director of compliance and controls at Textron Inc.

**Tom Bickes** (BBA '78) of Brookhaven was included in the Makers for American Manufacturing list by *Chief Executive* magazine. The list represents individuals making a difference in a variety of ways to advance and reshape the manufacturing industry in the U.S. He is CEO of EmployBridge, an industrial staffing firm based in Atlanta.

### 1980-84

**Marcus Jackson** (MBA '82) of Raleigh, N.C., joined Avison Young as principal in the U.S. capital markets group. He was recently managing director of Trademark Properties in Raleigh-Durham.

**Bob Patton** (BBA '82) of Atlanta was named EY's Americas vice chair in the office of strategic execution. He previously served as EY's Americas vice chair of accounts.

**Dennis Hewatt** (BBA '83) of Alpharetta is chairman and chief executive of the Atlanta-area Yaarab Shriners.

**Mark Mahoney** (BBA '83) of Cornelius, N.C., was named to the University of Georgia Alumni Association board of directors. He is the co-founder of Jackrabbit Technologies.



**Roger Qualey** (MBA '84) of Chattanooga, Tenn., joined Pinnacle Financial Partners as a SVP. He joins Pinnacle from Atlantic Capital Bank, where he was a VP, branch manager and business development officer.



**Bob Chandler** (MBA '73) of Dalton is retiring at the end of 2019 after 45 years with Shaw Industries and the flooring industry. He is the EVP of Shaw's commercial division.

**Vicky Boyce** (BBA '84, MBA '85) of Marietta was appointed partner and COO in the Atlanta office of North American Properties. She previously served as NAP's VP of finance from 2001 to 2008. Prior to returning to NAP, she served as EVP at Arris Realty Partners.

**Mike Browder** (BBA '84) of Franklin, Tenn., was named president of Veritas Collaborative, a specialty healthcare system for the treatment of eating disorders. He joins Veritas after eight years as EVP and CFO for RCCH HealthCare Partners.

**Ken Freedman** (AB '84) of Marietta joined Barlinek as sales director of North America. He previously served as senior national category manager at BlueLinx Corp.

### 1985-89

**Roy E. Hadley Jr.** (BBA '85, JD '88) of Atlanta was named to the University of Georgia Board of Visitors. He is a business lawyer and advisor at Adams and Reese LLP.

**William 'Billy' Ray II** (BBA '85, MBA '86) of Lawrenceville was confirmed by the U.S. Senate as a U.S. District Court judge for the Northern District of Georgia. He previously served as a judge on the Georgia Court of Appeals.

**Lynn Morgan** (BBA '86) of Alpharetta was named to the University of Georgia Board of Visitors. She is CEO of Tour of America, a multi-stage elite women's cycling race.



**David Wood** (BBA '86) of Atlanta was named the Banking CPAs Member of the Year by the Banking CPAs Association. The award recognizes an individual who displays commitment to their clients and firm through their dedication, work and expertise. He is a partner at Porter Keadle Moore.

**Stephen Levy** (BBA '87, MBA '88) of Atlanta was promoted to VP and controller for the Financial Management and Planning Department at the Federal Reserve Bank. He has worked with the Atlanta Fed since 1988.

**Jamie Vincent** (BBA '87) of Gainesville was named EVP and CFO of Harrison Poultry. Before joining Harrison Poultry, he was the controller for Wayne Farms LLC.

**Jeffrey Watkins** (BBA '87) of Cartersville was appointed to the Superior Court of the Cherokee Judicial Circuit by the governor. He was a founding member of the law firm White Choate Watkins & Mroczko and opened Jeffrey A. Watkins PC in 2014.

**Craig Phillips** (BBA '88) of Ridgewood, N.J., was appointed CFO at Purple Innovation Inc. He previously served as managing director at FTI Consulting.

## 1990-94

**Joseph Alexander** (BBA '90) of Miami, Fla., was named to the *Daily Report* 2019 list of Dealmakers of the Year. He works at DLA Piper as the Southeast U.S. managing partner



**Emmanuel Tuffuor** (MA '90, MAcc '92) of Plainsboro, N.J., was elected to serve a six-year term on the Berea College Board of Trustees. He is head of private equity business development for the Americas and global head of tax for Apex Fund Services (North America).



**Sam Holmes** (BBA '87) of Atlanta was appointed a member of the Board of Regents for the University System of Georgia. He is vice chairman of CBRE Inc.

and global co-chair of the corporate and private equity practices.

**Anne Beckwith** (BBA '90) of Atlanta was named to the University of Georgia Alumni Association board of directors. She is a community volunteer in Atlanta.

**Stephen J. Moroski** (BBA '91) of Roswell was named to the University of Georgia Board of Visitors. He is an entrepreneurial sales leader.

**Chris Murphy** (MMR '91) of Brentwood, Tenn., was appointed as president, market strategy and understanding at Ipsos. He previously served as chief client officer at Kantar.

**Kelli Winter** (BBA '91) of Atlanta was named partner in charge of audit and assurance at Tidwell Group LLC. She previously was a partner at Aprio.

**Robin Bradley** (BBA '92) of Franklin, Tenn., was promoted to COO of American Health Partners. She joined the company in 2016 as COO of its American Health Plans division.

**Ken Grace** (BBA '92) of Sharpsburg was promoted to managing director at J. Smith Lanier & Co., a Marsh & McLennan Agency company. He recently served as a VP for the company.

**Roger Shannon** (MBA '92) of Brownsboro, Ala., was appointed CFO and treasurer at Charah Solutions Inc., a provider of environmental and maintenance services to the power generation industry. He joins Charah Solutions from ADTRAN, a provider of next-generation networking solutions, where he held various roles including CFO, SVP of finance and treasurer.

**Holli Hines Easton** (BBA '93) of Atlanta was named to the University of Georgia Board of Visitors. She is the managing director of BFG Marketing LLC.

**Brian Dill** (AB '94, MBA '19) of Carrollton was elected president of the University of Georgia Alumni Association board of directors. He has served on the board since 2007 and will serve as president for two years. He is VP of external affairs for Tanner Health System and executive director of the Tanner Foundation.

## 1995-99

**Seth Benefield** (BBA '95) of Fayetteville was appointed national marketing manager for Bank of America Business Capital. He has been with the bank for 19 years, most recently as marketing manager for the Eastern U.S. and Europe.

**Jonathan Tuggle** (BBA '95) of Atlanta is a shareholder at Boyd Collar Nolan Tuggle & Roddenbery. The firm was named to the 2019 *U.S. News & World Report* edition of Best Law Firms as a Tier 1 Atlanta law firm in three practice areas: family law, family law mediation, and arbitration.

**Jason Adams** (BBA '97) of Santa Fe, N.M., was named president of Saint Joseph East and COO of Saint Joseph Hospital in Lexington, Ky. He recently served as system COO for CHRISTUS Good Shepherd Health System in Longview, Texas.

**David Belle Isle** (BBA '97) of Alpharetta was appointed to the board of directors for the Georgia Department of Economic Development by the governor. He is partner of Hipes & Belle Isle LLC and was the mayor of Alpharetta from 2012 to 2018.

**Susan Vann Moss** (BBA '97) of Camilla was elected to serve a two-year term on the board of directors of the Georgia Bankers Association. She is president and CEO of Planters & Citizens Bank.

**Stephanie Fagler** (BBA '98) of Swainsboro was promoted to division president at Spivey State Bank. She has worked with Spivey State Bank for the past 21 years, most recently serving as the bank's SVP.

**John Minahan** (BBA '98) of Marietta was appointed CEO of Rivermend Health in Atlanta. He previously served as CFO of Extremity Healthcare Inc.

**Shawn Slemons** (BBA '98) of Decatur joined Atlanta Retirement Partners. He recently served as a principal/relationship manager with Qualified Plans LLC.





**Kelley M. Balkcom** (BBA '03) of Brookhaven was named to the University of Georgia Board of Visitors. She is a regulatory affairs manager at Georgia Power.

**Travis Bryant** (BBA '99) of Tallahassee, Fla., was named to the University of Georgia Alumni Association Board of Directors. He is president and CEO of Coastal Plywood Co.

**Joe Sechman** (BBA '99) of Woodstock joined Bishop Fox as AVP of applied research and development. Bishop Fox is a professional services firm focused on offensive security testing. Prior to joining Bishop Fox, he was VP of security operations at Cobalt.io.

## 2000-04

**Brian M. Dykes** (BBA '00) of Atlanta was named to the University of Georgia Board of Visitors. He is the VP, global head of merger and acquisitions at the United Parcel Service.

**Cory Kampfer** (BBA '00) of Denver, Colo., was named COO and general counsel of OnDeck. He was also named to The Legal 500 GC Powerlist in 2019.

**Nick McKloskey** (BBA '00) of Alpharetta was appointed SVP—Healthcare at Beecher Carlson Insurance Services LLC. He previously served as regional VP—distribution and specialty products at Zurich North America.

**Noel Whelchel** (BBA '00) of Roswell was named a crane inspector and trainer at Crane Industry Services LLC. He worked previously as a department supervisor at The Home Depot.

**Devin Barnwell** (BBA '01) of Atlanta was recognized by GlobeSt.com and *Real Estate Forum*

as a Woman of Influence in the Investment Professional category. She is an executive director at Morgan Stanley where she spent her 18-year career and oversees real estate investments for a variety of property types in the Southeast and Texas.

**Jake Nash** (BBA '01) of Atlanta joined Mitsubishi UFJ Financial Group as a managing director. He comes to MUFG from Regions Bank where he was a managing director and relationship manager in the bank's restaurant group.

**Matthew Patterson** (BBA '02) of Suwanee was named a senior account executive/industrial business development at SSOE Group. He previously served as business development manager for O'Neal Inc.

**Justin Reese** (BBA '02) of Mount Pleasant, S.C., received a *Business Insurance* 2019 Break Out Award, given to promising individuals working in insurance and risk management who are set to take on key leadership positions in the industry. He serves as VP, senior risk consultant at HUB International.

**Jake Carter** (BBA '03) of McDonough was appointed to the Georgia Department of Economic Development Board of Directors by the governor. He works at his family farm and began transforming the dairy operation into



**Jonathan Tucker** (BBA '04, MAcc '04) of Atlanta was named research and development tax credits director at KBKG, a nationwide tax specialty firm. Prior to KBKG, he spent nearly 15 years at Big Four firms leading advisory and specialty tax groups.

the 330-acre agritourism destination that it is today.

**Matthew Johns** (BBA '03) of Savannah was named president of the Home Builders Association of Greater Savannah. He and his wife **Christy Johns** (BBA '03) own and operate Matthew Johns Construction.

**Scott Mastley** (MBA '03) of Cumming joined Thread to launch the HR consulting division as the chief human resources officer. He was previously with Resource Alliance as the chief human resources officer.

**Scott Serafin** (BBA '03) of Atlanta was recognized as one of Georgia's Best-In-State Next-Gen Advisors by *Forbes*. He is a financial advisor at UBS Financial Services.

**Andrew Teegarden** (BBA '03) of Atlanta was named SVP—client executive at Lockton. He joins Lockton from Aon where he served as a SVP.

**Jennifer Upshaw** (BBA '03) of Columbus was named chief retail banking officer at Synovus. She has been with the company since 2003, previously serving as a group executive in marketing.

**Matthew Woods** (BBA '03) of Atlanta was recognized as one of Georgia's Best-In-State Next-Gen Advisors by *Forbes*. He is a partner at Waypoint Wealth Counsel.



**Andrew Graham** (BBA '03) of Atlanta was promoted to deputy head of the investments supervision division at the Cayman Islands Monetary Authority. He previously served as a chief analyst at the authority.

**Bayne Hill** (BBA '04) of Atlanta was recognized as one of Georgia's Best-In-State Next-Gen Advisors by *Forbes*. He is a SVP at Morgan Stanley.

**John McNeill** (BBA '04, MAcc '04) of Atlanta was named CFO of CAN Capital, a provider of small business working capital loans. He joins CAN from Ocwen Financial Corp. where he served as SVP of finance and treasurer.

**Dave Sneddon** (MBA '04) of Littleton, Colo., was named COO of Bethesda Lutheran Communities, a national nonprofit organization that supports individuals with intellectual and developmental disabilities. Most recently, he served as divisional VP of operations for Five Star Senior Living, where he oversaw all operations for 66 facilities in 11 states.

**Elizabeth Waters** (BBA '04) of Rincon was promoted by the United Way of the Coastal Empire to area director of the Effingham County Service Center. Prior to joining the United Way, she served as a financial advisor with Thrivent and branch manager with Renasant Bank.

## 2005-09

**David Fischer** (BBA '05) of Atlanta joined Monroe Capital as a managing director on the originations team. He was previously a director at AloStar.

**Anne Hawkins** (AB '05) of Nashville, Tenn., was appointed SVP of operations at Morningstar Properties LLC. She joins Morningstar from STR, a real estate data and analytics company where she served as its EVP.

**Todd Taranto** (BBA '05) of Mandeville, La., opened the Law Office of Todd C. Taranto.

**Franklin Whitworth** (BBA '05) of Suwanee was recognized as one of Georgia's Best-In-State Next-Gen Advisors by *Forbes*. He is an investment advisor representative working at Merrill Lynch Wealth Management.

**Aaron Wilson** (BBA '05) of Atlanta joined The Siegfried Group LLP as an associate manager. Most recently he was an audit senior at EY.

**Lael Chappell** (BBA '06) of New York City received a *Business Insurance* 2019 Break Out Award, given to promising individuals working in insurance and risk management who are set to take on key leadership positions in the industry. He is broker engagement lead at Attune Insurance Services LLC.

**Jordan Miller** (BBA '06) of Charleston, S.C., was promoted to SVP-commercial credit department manager at CresCom Bank. He previously worked at EverBank in Jacksonville, Fla., as a commercial credit analyst.



**David Perez** (BBA '06) of Sandy Springs was appointed to the Georgia Student Finance Commission Board of Commissioners by the governor. He is COO for the Carroll Organization, a national multi-family property owner and operator.

**Brian Quinif** (AB '06, MA '06) of Brooklyn, N.Y., was named VP at HSBC Global Banking and Markets. He joins HSBC from Nomura, where he was a VP.

**Kojo Amoo-Gottfried** (MBA '07) of Chanhassen, Minn., was presented the Luther College Distinguished Service Award. He is VP and commercial leader in Cargill's Agriculture Supply Chain North America business and serves as board director for Partner in Food Solutions.

**T.J. Callaway** (BBA '07) of Atlanta was named to the University of Georgia Alumni Association Board of directors. He is founder and CEO of Onward Reserve.

**Will Thorburn** (BBA '07) of Marietta was named to the University of Georgia Board of Visitors. He is director of cleantech strategy and investments at Cox Enterprises.

**Allison Christopher** (BBA '08) of Atlanta was named VP of marketing at Colliers International. She comes from Cousins Properties where she managed marketing initiatives for the firm's portfolio.

**Alex Evans** (BBA '08) of Orlando, Fla., was promoted to area VP-leasing at Weingarten Realty Investors. He joined WRI full-time in 2008 and most recently served as regional

leasing director.

**Eric Worrell** (BBA '08) of Peachtree City was recognized as one of Georgia's Best-In-State Next-Gen Advisors by *Forbes*. He is a SVP and investment officer with the Worrell Wealth Management Group of Wells Fargo Advisors.

**Chad Blalock** (BBA '09) of Brookhaven was recognized as one of Georgia's Best-In-State Next-Gen Advisors by *Forbes*. He is a SVP-senior financial advisor at Merrill Lynch.

**Charlie Compton** (BBA '09) of Delray Beach, Fla., was promoted to partner at AE Industrial Partners LP, a private equity firm specializing in aerospace, defense and government services.

**Ryan Dobrin** (BBA '09) of Athens was named assistant director, digital strategist at See. Spark. Go, a digital strategy and communications marketing agency. He previously served as director of marketing at Sylvane Inc.

**J. Hillyer Jennings** (BBA '09) of LaGrange moved from London to Atlanta, where he will be working at King & Spalding LLP as a senior associate focused on M&A and private equity matters.

**Elizabeth White** (BBA '09) of Atlanta was recognized as one of Georgia's Best-In-State Next-Gen Advisors by *Forbes*. She is a SVP and wealth management advisor at Merrill Lynch.



**Catherine Cooper** (BBA '09) of Savannah is joining the Celia Dunn Sotheby's International Realty in its Savannah office. She previously served as marketing director at Dasher Management.





**Holly Beale** (BBA '14) of Seattle, Wash., was named to the 2019 GreenBiz 30 Under 30, which awards sustainability leaders in their companies, nonprofits and communities. She works at Microsoft, serving as the program manager of datacenter community environmental sustainability and is founder of its worldwide sustainability community.

## 2010-14

**Lauren Claridge** (BBA '10) of Greenville, S.C., was named a strategic account manager for Michelin North America. She previously served as a key account manager at the company.

**Jason Cuevas** (MBA '10) of Columbus was named head of Georgia Power's northeast region, a 39-county area that includes metro Augusta as well as Milledgeville and Athens. He previously served as a regional director at the company.

**Anthony T. Powers** (BBA '11) of Decatur was named to the University of Georgia Board of Visitors. He is co-owner of Intown Ace Hardware and mayor pro-tem of the city of Decatur.

**Jacki Artis** (BBA '12) of Nashville, Tenn., joined the Mayor's Office of Economic and Community Development as manager of the Music City Music Council and of special projects. Most recently she created and served in the role of Southeast foundation representative for Creative Artists Agency, a sports and entertainment agency.

**Ambreen Lakhani** (AB '12) of Euless, Texas, joined the team of dental care and treatment specialists at Lanier Dental Group in Gainesville.

**Russ Pennington** (MBA '12) of Brookhaven is a founding member of Impact Public Affairs, a firm in the Atlanta market representing

numerous Fortune 500 clients. He is a professional engineer who formerly ran Georgia's water supply program and headed policy at the Environmental Protection Division.

**Raymond Edwards** (MA '13) of Reading, Pa., is director of data science and advanced analytics at BBDO. His work recently won the highest award in advertising, a Gold Lion, at the Cannes International Festival of Creativity.

**Dustin Osborne** (BBA '13) of Fayetteville was appointed vice chair of the Workers' Compensation and Employers' Liability Law general committee of the American Bar Association for 2019-20. He is an attorney at Goldberg Segalla in Buffalo, N.Y.

**Austin Landers** (BBA '14) of Atlanta has joined Dorsey Alston Realtors as a real estate agent. He previously worked at Atlanta Fine Homes Sotheby's International Realty.

**Kayla Sklar** (BBA '14) of New York City edited her first feature-length documentary, *Rams*, directed by Gary Hustwit, which was a *New York Times* critic's pick.

## 2015-19

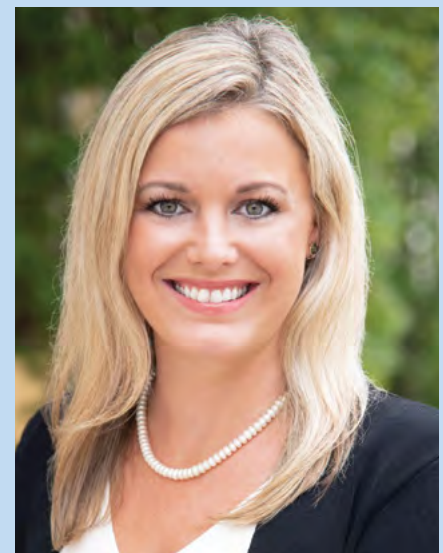
**Frederick Johnson Jr.** (BBA '15) of Atlanta was named an area customer care manager at Lennar. He previously worked as a customer service manager at PulteGroup.

**Clay Morrow** (BBA '15) of Savannah was named a commercial account manager at Cay Insurance Services. He was previously an account specialist at Greyling Insurance Brokerage & Risk Consulting.

**Justin Bourn** (BBA '16) of Denver, Colo., joined The Siegfried Group as a senior associate. He was most recently a senior associate at EY.



**Donna B. Hall** (MBA '15) of Marietta was named publisher of *The Atlanta Journal-Constitution*. She was previously VP of marketing, radio and newspaper operations for Cox Media Group.



**Angela Henry** (MBA '18) of Brookhaven has become a fellow of the American College of Healthcare Executives, signifying board certification in healthcare management. She serves as a VP at Jackson Physician Search.

**Corey Parham** (BBA '16) of Atlanta is a senior accountant at AMB Sports + Entertainment. She previously served on the assurance staff at EY.

**Houston Gaines** (AB '17) of Athens was named the 2019 Champion of Recovery and friend of the Georgia Recovery Community by the Georgia Council on Substance Abuse. He is a Georgia state representative of District 117.

**Brooke Carter** (BBA '18) of Brooklyn, N.Y., is a recruiter for Liquidnet, a global institutional investment network.

**Tilea West** (BBA '18) of Dalton was crowned 2019 National Cherry Blossom Queen in Washington, D.C., during the National Cherry Blossom Festival. She is in a pre-med program and a clinical research assistant at Georgetown University.

**Ethan Frymark** (BBA '19) of Gaithersburg, Md., was hired as an account manager at INSUREtrust. Prior to joining INSUREtrust, he worked at Equifax Inc.

**Brandon Hyeung** (BBA '19) of Peachtree City is a SAP SuccessFactors consultant for Exaserv in Atlanta.

**Andrew Nolan** (BBA '19) of Athens is a connected services graduate analyst at Volkswagen of America in Auburn Hills, Mich.

**Matt Summers** (MBT '19) of Greenville, S.C., was named the compliance director at CorCom Inc., which provides regulatory compliance consulting services to financial institutions. He previously served as the company's MSB licensing consultant. ■



# Get the picture? Study abroad for all



*"During the summer of 1979, I had the chance to study art and architecture in Normandy, France. The experience enriched my life and changed forever my view of the world. I also learned the importance of pursuing a life that is well rounded and the benefits of sometimes taking the unexpected path. With the establishment of this study abroad scholarship fund, I hope to provide a hard-working and deserving Terry student with a similar, life expanding opportunity."*

LISA SARAJIAN (BBA '82)

There are Terry College of Business students who wish to study abroad but do not have this transformative experience because of financial need.

**The Passport Terry campaign** aims to make those opportunities a reality for all Terry students. **Nearly one-third of all Terry undergraduate students have documented financial need.** We need your help so every student has the opportunity to participate.

Today's business leaders must have a clear sense of the opportunities and challenges that international business presents. To prepare students for the global marketplace, Terry offers programs to study, work, and volunteer internationally. Through these programs, Terry students build business competencies that employers seek, while earning credit toward their degree.

Terry's study abroad programs provide students with specially designed experiences that broaden their education and impact their worldview. The goal is to foster an internationally attuned curriculum through meaningful and diverse learning opportunities.

Terry's goal is to raise \$5 million in endowed funds for this purpose. Endowments, which begin at \$125,000, will establish international business scholarships to benefit Terry students in perpetuity.

## OH, THE PLACES TO GO

The Terry College of Business and UGA partner with institutions around the world to offer experiential learning opportunities in locations such as:

- Argentina
- Australia and New Zealand
- Vienna, Austria
- Bermuda
- Canada
- Chile and Peru (+ Internship)
- China (+Internship)
- London, England
- Oxford, England
- Cortona, Italy
- Panama
- Scotland
- South Africa
- Spain

## HOW TO GIVE

You can make a gift now, establish a monthly or annual gift, or pledge a planned gift.

- Gifts of appreciated securities are the most common form of property given to the UGA Foundation.
- Your employer may offer a gift matching program that would effectively double your contribution.
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**To participate in this campaign, please contact Katrina Bowers at [kbowers@uga.edu](mailto:kbowers@uga.edu) or 706.542.0041**



## 1940s

**Asher 'Al' L. Wheeler** (AB '40), Washington, D.C., July 24. **Edythe Cohen** (BBA '45), Macon, June 22. **Elizabeth 'Mintzi' M. Jacobs** (BBA '46), Southern Pines, N.C., April 27. **Joan M. Tabb** (BBA '46), Augusta, May 16. **Arthur Heyman** (BBA '48), Atlanta, May 27. **Curtis W. Cheshire** (BBA '49), Brookhaven, Sept. 8. **Willie 'Bill' H. Durden** (BBA '49), Vidalia, Aug. 13. **Fifi C. Menzelos** (BBA '49), Rancho Palos Verdes, Calif., April 10. **Joseph B. Owens** (BBA '49), Brooklyn, N.Y., May 22. **Sam H. Queener** (BBA '49), Montezuma, July 7. **Clarence 'Mutt' L. Rhodes** (BBA '49), Siloam, May 28. **Carl H. Strom** (BBA '49), Suwanee, Aug. 27.

## 1950s

**John B. Clarke** (BBA '50), Donalsonville, July 8. **William H. Meyer** (BBA '51), Brunswick, July 14. **Clarence O. Roberts** (BBA '51), Greenville, S.C., April 4. **Marion 'Libby' E. Scarborough** (BBA '51, EdS '74), Roberta, June 23. **Jack J. Steinberg** (BBA '51), Tavernier, Fla., July 26. **Vernon N. Berryman** (BBA '52), Hartwell, Sept. 11. **George E. Brown** (BBA '52), Marietta, April 11. **Henry H. Woolard** (BBA '52), Decatur, June 17. **George R. Alford** (BBA '53), St. Simons Island, June 16. **Clyatt W. James** (BBA '53), Valdosta, April 19. **Stephens 'Herbert' H. Elliott** (BBA '54), Augusta, Sept. 28. **Fredrick L. Walker** (BBA '54), Waycross, Aug. 12. **Milton H. Gorman** (BBA '55), Atlanta, Aug. 26. **Ralph 'Gene' E. Turner** (BBA '55), Conroe, Texas, June 12. **Shirley 'Jane' J. Atkinson** (BBA '56), Atlanta, Sept. 19. **James B. English** (BBA '56), Greensboro, June 17. **Thomas C. Bahin** (BBA '57), Alpharetta, April 5. **James M. Dicks** (BBA '57), Augusta, April 7. **Robert W. Greene** (BBA '57), Macon, April 15. **James C. Haile** (BBA '57), Bluffton, S.C., April 14. **Edward Harvey** (BBA '57), Prattville, Ala., June 23. **J.E. 'Jim' Sheppard** (BBA '57), N. Kansas City, Mo., July 22. **Walter A. Wardlaw** (BBA '57), Winston Salem, N.C., April 22. **Edward C. Spear** (BBA '58), Columbus, Aug. 24. **William A. Tomlin** (BBA '58, MEd '68), Manchester, April 9. **David H. Haight** (BBA '59), Blairsville, July 9. **Marvin W. Sorrells** (BBA '59, LLB '62), Wallingford, Conn., April 27.

## 1960s

**William P. Cliatt** (BBA '60), Midland, July 14. **James B. Green** (BBA '60), Calhoun, June 19. **Antony C. Harper** (BBA '60), Greenville, S.C., Sept. 23. **Goldie 'Faye' F. Lester** (BBA '60), Athens, May 28. **Kathryn 'Kay' E. Meyer** (BBA '60), Huntington Beach, Calif.,

July 16. **Ottis 'Sonny' R. Morgan** (BBA '60), Watkinsville, July 18. **Charles Z. Norton** (BBA '60), Peachtree Corners, July 11. **Thomas G. Pound** (BBA '60), Weaverville, N.C., July 21. **Grace M. Rowland** (BBA '60), Atlanta, May 8. **Samuel 'Gene' E. Blalock** (BBA '61), McDonough, Aug. 14. **Robert 'Tucker' T. Boyett** (BBA '61), Dalton, April 26. **James L. Davis** (BBA '61), Savannah, May 9. **Barbara Mosses** (BBA '61), Charleston, S.C., April 14. **Robert E. Bramblett** (BBA '62), Ponte Vedra, Fla., Aug. 27. **Leila 'Lee' E. Evans** (BBA '62), Alpharetta, April 30. **Charles E. Maxwell** (BBA '62), Brunswick, May 29. **George E. McGriff** (BBA '62), Tampa, Fla., June 22. **John M. Melvin** (BBA '62, LLB '65), Gainesville, June 9. **Ivey 'Clark' C. Mock** (BBA '62), Evans, Aug. 4. **William E. Casey** (BBA '63), Fayetteville, July 24. **Wilbur 'Hugh' H. Giles** (BBA '63), Juliette, July 27. **Robert 'Ken' K. Grant** (BBA '63), Milner, April 28. **Ray L. Strickland** (BBA '63), Hoboken, May 19. **Lamar 'Skeeter' M. Tabb** (BBA '63), Augusta, May 3. **Col. Johnny F. Wright** (BBA '63), Waynesboro, Va., May 28. **Daniel L. Bennett** (BBA '64), Blackshear, July 4. **Robert C. Bowen** (BBA '64), Gainesville, April 10. **Baxter C. Crane** (BBA '64), Athens, Aug. 29. **Douglas C. Cravens** (BBA '64), The Villages, Fla., April 11. **James H. Eason** (BBA '64), Bowdon, July 5. **Milton E. Futch** (BSF '64, MAcc '69), Statesboro, Sept. 7. **John T. Staton** (BBA '64), Augusta, June 20. **Charles M. Carson** (BBA '65), Charlotte, N.C., Sept. 24. **Richard F. Jackson** (BBA '65), Greenwood, S.C., July 23. **Gerald J. Tache** (BBA '65), Annapolis, Md., Sept. 23. **Albert 'Pete' G. Dunson** (BBA '66), Ellijay, Aug. 13. **Flo Franklin** (BBA '66), St. Augustine, Fla., May 10. **Norman 'Tom' T. Holloman** (BBA '66), Elberton, June 1. **William W. Keith** (BBA '66), Chatsworth, July 26. **Allen L. McDaniel** (BBA '66), Cartersville, July 5. **William 'Bryan' B. Shipman** (BBA '66, MBA '70), Washington, N.C., June 15. **Claire 'Stevie' S. Walters** (BBA '68), Houston, Texas, May 2. **Ronald C. Elsdon** (BBA '69, MBA '71), Sedona, Ariz., April 30.

## 1970s

**James L. Chambers** (BBA '70), Hamilton, May 15. **Frank 'Stuart' S. Mitchell** (BBA '70), St. Helena Island, S.C., July 6. **Thomas E. Proctor** (BBA '70), Dublin, June 2. **David E. Tucker** (BBA '70), Brunswick, May 18. **James C. Wilkes** (BBA '70), Milledgeville, Aug. 14. **Stephen G. Denmark** (BBA '71), Starke, Fla., April 28. **Lee C. Evans** (BBA '71), Atlanta, April 28. **Harold 'Ben' B. McKinney** (BBA '71), Troy, S.C., June 8. **James B. Wall** (BBA

'71, JD '74), Appling, May 25. **Richard N. Downer** (BBA '72), Richland, July 30. **Miriam 'Mimi' R. Hunter** (BBA '72), Pawleys Island, S.C., May 4. **William A. Neighbors** (BBA '72), Lilburn, April 17. **Edwin F. Herrington** (BBA '73), Washington, D.C., April 12. **Jack W. Holdridge** (BBA '73), Simpsonville, S.C., June 1. **Ronnie J. Renfro** (BBA '73), Arlington, Texas, May 20. **Wayne L. Sirmons** (BBA '73), Pitts, Sept. 17. **Byron 'Butch' E. Strickland** (BBA '73), Sevierville, Tenn., April 30. **John V. McGaughey** (BBA '74), Roswell, May 19. **Jay D. Moon** (BBA '74), Melbourne, Fla., July 22. **Barry L. Steinberg** (BBA '74, JD '77), Augusta, June 20. **Robert B. Chandler** (BBA '75), Tifton, Aug. 8. **Janice L. Gruber** (BBA '75), Kingsport, Tenn., Sept. 15. **Sydney C. Heindel** (BBA '75), Mount Pleasant, S.C., Sept. 2. **Paul C. Major** (BBA '75), Hickory, N.C., Aug. 3. **Stephen L. Loy** (BBA '76), Richmond, Ky., June 25. **Meredith E. Lyemance** (BBA '76), Vestavia, Ala., Sept. 4. **David L. Butts** (MBA '78), Falls Church, Va., June 24. **Michael G. Garvey** (MBA '78), Alpharetta, June 29. **John L. Golob** (MA '78), Melbourne, Fla., April 3. **Jeffrey S. Harben** (BBA '78), Watkinsville, Sept. 19. **Beverly D. Pritchett** (BBA '78), Walstonburg, N.C., May 30. **Melanie E. Parsons** (BBA '79), Macon, Aug. 10.

## 1980s

**Hugh B. McMaster** (BBA '81), Macon, July 1. **Julianne Campbell** (BBA '83), Roswell, April 18. **Susan Feehan** (AB '83, MSW '93), Warner Robins, May 24. **Christopher C. Mitcham** (BBA '83), Roswell, Aug. 6. **Iris 'Elise' E. Canipe** (BBA '85), Huntersville, N.C., June 5. **Henry B. Stern** (AB '85), Albany, July 29. **Jeffrey L. Jerrel** (BBA '88), Atlanta, July 10. **Richard D. Newsom** (BBA '88), Greensboro, May 15. **Michael A. Sailors** (BBA '89), Savannah, June 1.

## 1990s


**Kathy E. Jackson** (BBA '91), Winder, May 17. **David A. Ostrow** (BBA '93), Memphis, Tenn., July 1.

## 2000s

**Alexander J. Massie** (MBA '01), Smyrna, Sept. 21. **Christian L. McCarty** (MBA '02), Winter Garden, Fla., June 30. **Kevin P. Haiduk** (MBA '07), San Antonio, Texas, May 5.

## 2010s

**Renato Grimaldo** (BBA '12, MBA '17), Marietta, April 10. **Michael L. Himelstein** (MBA '13), Brookhaven, Aug. 16.

A man and a woman are in a meeting, looking at a whiteboard. The woman is pointing at a sticky note on the whiteboard. The man is looking down at something in his hands. The whiteboard is covered with many orange sticky notes. The background is a bright, out-of-focus office space.

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