New Forces in Business Leadership

STORIED SOLDIER
The courage and wisdom of World War II veteran Harold Storey (BBA ’42)

FORMER MARINE USES MBA LESSONS TO BUILD AMBULANCE SERVICES COMPANY

NAVY VETERAN, PERIODONTIST
Dr. David Quintero

COMMANDER ANDREA SMITH SERVES, EDUCATES IN U.S. COAST GUARD

FALL/WINTER 2021

THE MAGAZINE OF THE TERRY COLLEGE OF BUSINESS AT THE UNIVERSITY OF GEORGIA
HELP PREPARE STUDENT VETERANS FOR SUCCESS.

Terry is committed to meeting the needs of our student veterans. With your assistance, we can ease their financial burden by establishing scholarships designated for our military heroes.

Private gifts provide critical aid to these nontraditional students, many of whom can no longer access VA education benefits. Scholarships help these veterans stay in school and prepare for career success.

Your support helps with living expenses, study abroad, externships, and internships. Additionally, it ensures Terry can compete with top business schools in veteran recruitment.

To join us in our efforts, please contact Ruth Seller: Ruth.Seller@uga.edu or 706.206.2619

Terry College of Business
UNIVERSITY OF GEORGIA

From the Dean

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Meet Susan Brown, new director of Professional and Executive MBA Programs; MBA student veterans bond over shared service, goals; Terry academic programs gain top rankings from U.S. News & World Report

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Back to Business

The Business Learning Community resumed its bustling atmosphere this fall, as the start of the 2021-22 school year welcomed the return of students back to campus in person. To celebrate the occasion, the Terry College hosted a Back to Business student fair at The Coca-Cola Plaza in late August. The event for current and intended business majors offered giveaways such as Terry hats, miniature footballs, koozies, and touch tools, as well as information to learn about Terry student organizations and details about upcoming events. Guests included Harry Dawg and Beau Shell, the Lil’ Ice Cream Dude, a teenage Athens entrepreneur who has sold his frozen treats in the Classic City since he was 8 years old. Shell and his ice cream truck anchored the fair, as he handed out a variety of frozen treats including his signature and custom ice cream sandwiches.

Photos by Jason Thrasher
Serving our military veterans

Full semester at the Terry College brought back familiar scenes to the Business Learning Community — sidewalks and hallways with students making their way to classrooms where faculty await. Project team rooms turn over from one group to the next, while Foley Courtyard and Coca-Cola Plaza are the popular spots before and between classes to take advantage of the bright fall weather. The busy sounds of students are some of the best things about the start of a new academic year.

Because of the popularity of business majors and graduate education, Terry’s enrollment is growing year over year — topping 9,000 this fall, our highest ever. With the increase in enrollment, we’ve been very pleased to see an increase in military veterans. Because of their training in leadership and problem-solving, student veterans provide a distinct perspective in the classroom that benefits all students. As this military-themed issue shows, the Terry College has a decades-long history of educating our military, alumni who went on to stellar achievements and distinguished careers. Whether they earned their degree in the Full-Time MBA program, like Adam C. Johnson (page 12) and Andrea Smith (page 28), or from the Executive MBA program like Larry Richardson (page 22), they can all appreciate the words of Harold Storey (page 16), a World War II veteran and 1942 graduate of the business school at UGA, who told us, “I would rather live as a graduate of Terry College and the University of Georgia than do anything else, anywhere else.”

Terry is committed to helping military veterans develop the career skills and professional network needed to succeed after they leave active duty. To support this commitment, we are working to establish scholarships and secure other private support that will help our veterans stay on course to graduate and enter the field they choose to pursue.

And as recent rankings reveal, the Terry College excels in every academic program it offers. For the first time, all Terry undergraduate majors included in the U.S. News & World Report survey were ranked among the top 20 public programs in the same year. Overall, 12 Terry programs at the graduate and undergraduate level are ranked in the top 20 publics nationally, with seven ranked in the top 10. Across the board, it’s a testament to the outstanding reputation the Terry College and the University of Georgia than do anything else, anywhere else.

I am grateful for the continued hard work and dedication of Terry’s students, faculty, staff, alumni and friends. The strength of your commitment is what allows us to strive for the ambitious goals we’ve set for the college.

Sincerely,

Benjamin C. Ayers, Dean
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FROM THE DEAN

A blend of corporate, classroom experience

Terry College welcomes Susan Brown as new director of Professional and Executive MBA Programs

Susan Brown brings a range of relevant experiences to her new role as director of the Executive and Professional MBA Programs at the Terry College. She’s been a faculty instructor for the EMBA, PMBA and Full-Time MBA programs at Terry, she’s led operations, strategic partnerships and technology solutions for one of Atlanta’s best-known companies, and she’s an EMBA graduate, one of the degree programs she now leads.

“This issue is about everything I loved about the corporate business side with everything I enjoy about teaching,” Brown says. “I’ve been a student. I’ve been an instructor. And I’ve led teams in the corporate world. I think it gives me a clear insight into what the faculty’s concerns are, what the student experience should be, and what employers and our graduates are looking to gain from a nationally ranked program like ours.”

She most recently served as executive director of operations management for Atlanta-based Cox Communications, a role she’s held since 2016. In 13 years with Cox Communications, Brown’s responsibilities grew from retail and wireless technology to strategic partnerships, digital experience and end-to-end operational strategy. Her prior professional experience was in process engineering with Daimler Chrysler and Verizon Wireless. She takes on the role held previously by Rich Daniele, the initial director of the program who passed away in January.

“You can’t help but get a warm feeling about how they grow the programs he built in Atlanta,” Brown says. “It was a wonderful leader, colleague and friend to so many, and he left quite a legacy in the EMBA and PMBA programs.”

Mike Piercer, Terry’s associate dean for research and executive programs, who served as the interim director of the EMBA and PMBA programs for the six months prior to Brown’s start, pointed to Brown’s experience leading cross-functional teams and her success developing strong partnerships outside her own organization.

“In January, she’s been tapped to build and lead teams that were tasked with large strategic initiatives and making them operational,” Piercer says. “One footprint in the Terry Executive Education Center has grown over the years, and we are ready to enter the next stage of development with our MBA programs in Buckhead. Susan has an excellent background and the dedication to lead that effort.”

Brown has taught Business and Corporate Strategy, Strategy Execution and HR Management as a part-time lecturer for both the Full-Time MBA Program and the Atlanta MBA Programs.

Photo by Jason Thrasher

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Seven majors ranked in top 20 by U.S. News & World Report

Terry’s undergraduate program ranked top 15 among public B-schools for fifth straight year

In its annual survey, U.S. News & World Report ranked a total of seven academic majors at the Terry College of Business among the top 20 public business schools in their respective fields. It was the most business majors at Terry to be ranked by U.S. News in a single year, led by risk management and insurance at No. 1 in the nation. Collectively, Terry’s undergraduate program ranked No. 23 overall and 13th among public business schools in the U.S. It marked the fifth straight year that Terry is ranked among the top 25 undergraduate business programs in the nation and one of the top 15 public business schools in the nation.

“This is the first time that we have had every major that is surveyed by U.S. News ranked in the same year,” said Dean Benjamin C. Ayers. “To have seven in the top 20 publics isn’t just a reflection of what we are known for nationally, it makes a very strong statement about the academic reputation that spans the Terry College of Business and the tremendous opportunities available to our students.”

Terry’s Risk Management and Insurance program once again led all insurance programs in the country, ranked No. 1 overall. It’s the second straight year and the fourth time since 2014 that Terry’s insurance program has been judged to have the best reputation in the country by U.S. News.

Additionally, the Real Estate program earned a No. 5 ranking among U.S. public business schools, Management Information Systems rose one spot to No. 9 among publics and the J.M. Tull School of Accounting also ranked 9th among publics in its field. The Finance program, ranked No. 13 among public business schools, received its highest U.S. News ranking in nearly a decade. Marketing was ranked in the top 20 for the third time in four years by U.S. News, at No. 16 among publics, and the Management program achieved a top 20 ranking, at No. 18 among publics.

The Economics Department, which is housed at Terry and offers two undergraduate degree options — a Bachelor of Business Administration or a Bachelor of Arts in economics — is categorized with the social sciences by U.S. News and is not ranked at the undergraduate level by the college guide.

The University of Georgia also earned a top 20 spot in U.S. News & World Report’s ranking of America’s best public universities. UGA is ranked No. 16 with the University of Illinois and the University of Wisconsin, marking the sixth consecutive year that UGA has placed in the top 20.

Five faculty members named to endowed professorships

Professors in accounting, risk management, finance, management and economics awarded new appointments

• John Campbell, a professor in the J.M. Tull School of Accounting, was appointed as the J.M. Tull Chair of Accounting. Campbell’s research focuses on capital market participants’ use of accounting and tax information, and the effectiveness of accounting and disclosure regulations. He serves as an editor or editorial board member for three of the top six accounting research journals.

Since joining the Terry School faculty in 2010, Campbell has won eight teaching awards for his work with undergraduate and graduate students, including being named as a university-wide Lilly Teaching Fellow. He is the Tull School’s Ph.D. program director and a visiting research professor at Renmin University of China in Beijing.

• David Eckles, a professor of risk management and insurance, was appointed to the P. George Benson Professorship. Eckles’ research focuses on insurance economics, policy and behavior, and accounting-based incentives of insurers. He teaches undergraduate and graduate courses in risk management and insurance and has taught in the Terry Travels and First-Year Odyssey programs. He has a long history of service on the boards of national and regional risk and insurance associations, serving as a board member of the American Risk and Insurance Association. Eckles joined the risk management and insurance faculty in 2009.

• Jie (Jack) He, an associate professor of finance and BB&T Scholar, was appointed to the Mercer W. Hull Professorship in Finance. He specializes in corporate finance, financial intermediation and entrepreneurial finance. He has been an associate editor of the Journal of Corporate Finance and the Asian-Pacific Journal of Financial Studies. Since joining the Department of Finance in 2010, he has taught undergraduate courses in corporate finance theory for both finance majors and non-majors, a Ph.D. course on advanced research topics, an MBA course on corporate valuation, as well as a First-Year Odyssey course on entrepreneurial finance.

• John Turner, formerly the Nicholas A. Beadles Professor of Economics, was appointed to the Jasper N. Dorsay Chair of Public Utilities Economics. Turner’s research focuses on industrial organization and international trade. Since joining the department in 2002, Turner has taught undergraduate courses in microeconomics and organizational economics and graduate courses in economic research methods. He serves as an associate editor of the Journal of Industrial Economics, the International Journal of Industrial Organization and the Journal of Economic Behavior & Organization.

• Fadel Matta, an associate professor of management, was named to the Terry Dean’s Advisory Council Distinguished Professorship. Matta’s research examines how life experience and affective behavior impact employee and manager interactions and views of organizational fairness. Matta serves on the editorial boards of several top-tier management and applied psychology journals. In addition to research, he teaches courses on leadership and organizational behavior to graduate and undergraduate students. He joined the Department of Management in 2016.

Terry places seven alums on 40 Under 40

The 2021 honorees of the University of Georgia’s 40 Under 40 include seven graduates who earned a degree from the Terry College. Nominations were open from February to April, and 374 alumni were nominated for this year’s class. Honorees must have attended UGA and uphold the Pillars of the Arch, which are wisdom, justice and moderation. Here are the seven alumni with Terry ties.

• Gayle Cabrera (BBA ‘06) of Cary, N.C., is a market president and senior vice president at Trulist. She majored in international business at Terry.

• Marlin J. Contractor (AB ‘04, AB ‘08) of Washington, D.C., is a senior policy advisor in the National Economic Council at The White House. He majored in economics at Terry.

• Keith Giddens (BS ‘15) of Charlotte, N.C., is a market management partner at Dixon Hughes Goodman.

• Ana Maria Martinez (BBA ‘04) of Decatur is president and staff attorney at the Georgia Latino Law Foundation/Def/Arkab State Court. She was a marketing major at Terry.

• Willie Mazycz (BSBA ‘04, MEI ’06, MBA ’14) of Atlanta is senior vice president of talent development at XPO Logistics Inc. He graduated from Terry’s MBA program in Buckhead.

• Biren Patel (MBA ‘12) of McInnis and founder of Biren Patel Engineering LLC. He graduated from Terry’s MBA program in Buckhead.

• Josh Sandler (BBA ’09) of Nairobi, Kenya, is co-founder and executive chairman of the board of Lori Systems. He majored in finance at Terry.

• Fadel Matta, an associate professor of management, was named to the Terry Dean’s Advisory Council Distinguished Professorship. Matta’s research examines how life experience and affective behavior impact employee and manager interactions and views of organizational fairness. Matta serves on the editorial boards of several top-tier management and applied psychology journals. In addition to research, he teaches courses on leadership and organizational behavior to graduate and undergraduate students. He joined the Department of Management in 2016.
MBA student veterans bond over shared service, goals

During Jason Hedrick’s first year in Terry’s Full-time MBA program, the former U.S. Army Aviation Officer discovered two surprises.

The first was finding so many veterans in his classes, and second, that there was no social organization in place to help them get to know one another.

“We have around 20 people in just my MBA class who are veterans or are still on active duty,” Hedrick says. “It was immediately apparent there were a lot of us. As a program, we were behind the curve in terms of having a veterans’ association.”

So Hedrick and his fellow veterans did what MBA students learned when confronting a problem — they came up with a solution: the Georgia MBA Veterans Club.

Hedrick, fellow MBA students and Army officers Ania Gardner and Jackson Perry and former U.S. Marine Capt. J.T. Carroll serve as club officers. The club boasts nearly two dozen members, composed of student vets from the Full-Time MBA in Athens and Terry’s Executive MBA and Professional MBA programs in Atlanta.

The club helps MBA student veterans build professional networks and share time with people with similar experiences. About one in four Georgia MBA students is a veteran or active-duty service member.

“Much of my apprehension in returning to school included transitioning to the ‘civilian world,’” said Maj. Kayla Vickers, an active-duty officer returning to the Army after graduation to work in administration for the Military Health System. “Being around fellow veterans who understand that transition and the military lifestyle offers a break from having to think about the difference.”

Executive MBA program ranked No. 3 among public business schools

The Executive MBA Program at the Terry College is ranked one of the nation’s best in a global survey of EMBA programs published by the Financial Times.

The program is ranked No. 1 among EMBA programs in the United States. Among public business schools, the Terry EMBA ranks No. 3, and it’s the highest-ranked EMBA program in Georgia.

Terry’s Executive MBA scored its highest marks for the post-graduate career advancement reported by the program’s recent graduates. For career progression, the Financial Times ranked Terry’s Atlanta-based program No. 1 in the U.S. and No. 3 in the world.

“We know that the Terry EMBA program prepares graduates for more senior responsibilities and new opportunities,” said Dean Benjamin C. Ayers. “This ranking is more evidence that the management skills and leadership development that our students learn as part of their MBA experience is paying strong and immediate dividends in their careers and for their organizations.”

The Financial Times bases its EMBA ranking on more than 15 weighted measures. A survey completed by leading business schools worldwide gathered data on faculty quality, program diversity and international exposure and experience. A second survey completed by alumni who graduated three years ago reported current salaries, salary increase, work experience, career progress and program goals achieved.

More than 150 Global Executive MBA programs were surveyed this year.

In addition to its top ranking for helping graduates advance in their careers, the Terry EMBA program also scored well for incorporating environmental, social and governance ethics into its curriculum. The program ranked No. 5 for ESG curriculum among U.S. programs.

Gift from EY supports diversity recruitment, Beresford professorship

The Terry College received a $1 million gift from EY that will expand efforts to enhance student diversity through recruitment, professional development and mentorships.

The gift from EY — a global leader in assurance, consulting, strategy and transactions, and tax services — also will establish the Dennis R. Beresford Professorship of Accounting, in honor of the longtime EY partner and former member of the J.M. Tull School of Accounting faculty.

The gift will fund diversity and inclusion initiatives to increase Terry’s outreach to high school students and also offer pre-business students earlier access to professional development, mentorship opportunities and corporate site visits. The Terry Diversity Fellows Program sponsored by EY will be facilitated by a newly created position in student services to be filled by the college.

The Terry Diversity Fellows Program grew out of formal and informal dialogue current students shared with faculty and administrators in programs held last summer and fall about ways the college could be more welcoming and helpful to underrepresented groups. The decision to create a new staff position jointly working with the Diversity Relations Office and Undergraduate Student Services came from those conversations, and the position will be a key contact and resource to engage pre-business and undecided students.

In addition, the gift will create an endowed professorship honoring Dennis R. Beresford, who served on the Tull School faculty from 1997 to 2013 and has served as an Executive-in-Residence since retiring in 2013. Before that, Beresford was chairman of the Financial Accounting Standards Board for 10 years and the national director of accounting standards for EY, having spent 26 years with the firm. The professorship provides funding for the faculty recipient to develop courses, strengthen teaching and research, and perform other professional activities investing in the lives of students and future leaders of the accounting profession.

Drawn together

World War II veteran and 1942 Terry graduate Harold Storey survived the battlefield and returned to Georgia to build a remarkable life.

NEWS: IN BRIEF
An Officer and a Businessman

Once an Army Ranger, Adam C. Johnson discovered his military training in strategy and operations translated into success in his MBA, and beyond

By Scott Michaux

On Sept. 11, 2001, Adam C. Johnson was in his sophomore classroom at T.F. Riggs High School in Pierre, S.D., watching the television as the terrorist attacks played out halfway across the country. That moment sealed Johnson's commitment to serve.

Three years later he enrolled in the U.S. Military Academy in West Point, N.Y., where he ran hurdles on the Army track and field team and studied military strategy. His major, Irregular Warfare, studied contemporary guerilla tactics that would soon be directly applicable to his five total combat deployments to Iraq and Afghanistan.

The now 35-year-old former U.S. Army Ranger has an MBA (2016) from the Terry College and works as a director and management consultant at Jabian Consulting in Atlanta. As far away as that seems from those haunting images that flashed across the screen in his South Dakota classroom 20 years ago, Johnson sees the whole thread of his life as connected.

"After roughly six years and five deployments, I felt I accomplished what I set out to do," Johnson says of his military service that brought him to Ft. Benning in Columbus after graduating from West Point. "That's when I began to look at what's next in my life, and I found that I wanted to stay in Georgia. Georgia's flagship school really appealed to me for business school, and I ended up at Terry."
When Johnson enrolled at West Point, he understood his mission from the start. “I joined to serve,” he says. “At the time I started West Point in 2004, everyone who graduated was being deployed. In 2008, all my classmates and I knew within a year we would either be in Iraq or Afghanistan.” So he focused his curriculum accordingly.

“I formally studied how to counter insurgencies and how to suppress guerrilla warfare... which was obviously very applicable for when I deployed in Iraq and Afghanistan,” he says. “But you as a freshman, I knew I had four years to prepare, which is why I studied something very relevant to what I wanted to go do. My major was directly correlated to my future occupation. I felt good about that.”

Johnson graduated as a second lieutenant and reported to Fort Benning for training before his first deployment in 2009-10 as an Army infantry officer with the 82nd Airborne Division in western Iraq. He later joined the elite 75th Ranger Regiment, headquartered at Fort Benning, and made four more combat deployments as an Army Ranger in Afghanistan, leading Rangers on special operations.

“It was an extreme pleasure and privilege to lead men and women in combat and have the United States flag on my shoulder,” says Johnson, who rose to the rank of captain. “The amount of responsibility and commitment you have and the dedication and focus you need to be able to maintain while being deployed in special operations there’s nothing like it. The best job in the world is leading Army Rangers in combat. That’s something I’ll always look back on fondly.”

When it came time to transition from the military in 2014, Johnson developed a bond with the network he calls his “Georgia family” and looked at his options to remain in state. The Terry College was making a big push to draw veterans into its MBA programs, and the business school seemed a perfect fit for Johnson.

“I wanted to go to a school where I could recreate myself and pursue a different career,” he says. “What appealed to me about UGA was a large university and Terry had a smaller program. So I thought I could get the best of both worlds... that combination of small college — in Terry you know every person in your class — and huge university where you had a lot of resources and program opportunities.”

While making the transition from the structured life of active military duty to the unknown of a corporate career track seemed a daunting proposition at first, Johnson quickly realized how these two seemingly disparate worlds meshed.

“At the time going to business school, I didn’t understand how much of what I studied and what I did in the military correlates to corporate strategy and business operations,” he says. “Because I had limited business experience.”

Considering the focus of Terry’s MBA program included sustainability, analytics, innovation and leadership, the former Ranger brought more to the table than he initially thought. Johnson quickly realized the correlation between his military experience and corporate strategy.

“Leading, planning and prioritizing are among the best attributes that veterans will have because that’s in the nature of everything you do in the military,” Johnson says. “In the military, often you’re thrown into very complex, dangerous situations at the last minute and you have to figure out what is the most important thing to do — help manage the chaos and put order to it.”

Johnson cites as an example a start-up company: “It’s essentially starting in an existing industry and you’re the David to Goliath of the incumbent. That’s a lot of similarity to an insurgency when you have a small group of people fighting against the incumbent government. Same principles and doctrines.”

Johnson put his leadership skills to use at UGA. The university founded the Student Veterans Resource Center in 2013 to help ease the students’ transition from military service to the classroom and to facilitate career readiness. When Johnson arrived a year later, he struck up a relationship with the SVRC director, retired military officer Ted Barco. Johnson served as the third graduate assistant in the SVRC, helping to build it into one of the best resource centers for veterans in the country.

“That’s something the university should be proud of, the programs the SVRC built out and how it’s impacting so many veterans,” Johnson says.

“All of our graduate assistants were outstanding, and each brought a unique competency to the table that, in turn, helped the many student veterans that followed in their footsteps persist, graduate and prosper,” says Barco, now retired from UGA. “Because Adam spent two years with the SVRC, his impact was significant both as a student and an alumnus. With that said, all veterans regardless of service or job role — bring something to UGA.”

“Adam,” Johnson agrees, especially in the business realm. “Military veterans are going to bring extensive leadership and operations experience as well as a different way of thinking which is why many corporations seek veterans.”

After finishing his MBA, Johnson worked as a consultant for Cognizant, a technology and business consulting company, before joining Jabian Consulting in Atlanta. There he focused on strategy development and implementation for corporate clients, as well as data privacy compliance helping businesses navigate the emerging and complicated realm of data regulations and transparency.

“It’s a challenge to identify all the legal obligations, as well as protect the financial and reputational interests of companies through data compliance. He emphasizes the “minimalization” strategy — collecting the least amount of data necessary to achieve an immediate and intended outcome — to reduce exposure, storage requirements and the cost of IT infrastructure.

“It’s a fun place to be at the intersection of policy and strategy in business,” he says. His colleagues and clients laud Johnson’s “natural leadership” and his ability to “empower team members by offering constructive feedback and by building their confidence in being in tune with individual team member’s strengths.”

“He was selected as a consultant of the year in his first year with Cognizant.

“When I work with corporate clients today, a lot of times I consider how we dealt with similar issues in the military, drawing from lessons I learned about strategy or operations,” Johnson says. “That’s the baseline for how I think in rethinking back to what I learned at business school and West Point and applying them today.”

Midtown Atlanta is a long way from the dirt road in a small South Dakota community where he grew up, but it feels like home to Johnson.

“In South Dakota, your neighbors are your lifestyle,” he says. “When there are blizzards or prairie fires, everyone comes together and helps each other out. That’s the sense of community I have in Midtown Atlanta. We build a community when there are issues in our neighborhood. Building community and working with neighbors is just as important regardless of where you live.”

Just as he was inspired to serve by the events of 9/11, he continues his service outside of the military. He serves on the board of the University of Georgia Alumni Association and is deeply involved in the community through the nonprofit Jabian Cares, Trinity Community Ministries, and Meals on Wheels Atlanta.

“The number one lesson from Terry is the importance of your network and being engaged with your community,” he says. “From Day One, the administration and professors stress not just learning the curriculum and doing well in business school but being active and known for something in the community and developing those relationships. I’m extremely close with my classmates from Terry six years later.”
A Storey from the Greatest Generation

Courage, a Terry degree, and 99 years make a memorable life

Story by Charles McNair | Photos by Jason Thrasher

After dark on the day he turned 22 years of age, Harold Storey (BBA ’42) bedded down with a few buddies in the basement of a French house near the Moselle River. They had a birthday blast. Literally. German artillery fire blew away the entire structure over their heads.

That was Sept. 21, 1944. Storey arrived in France on July 9, soon after the Allied assault on D-Day. After wading ashore at Utah Beach, Lt. Storey had for the next 74 days led the men of C Company, 10th Infantry, Fifth Division — soon to be part of George S. Patton’s famous Third Army — in a constant running battle with Hitler’s retreating forces.

Fast-moving Allied forces flipped the script on a German military machine that gave blitzkrieg (lightning war) to the world. (In 1940, Germany overran France and the Low Countries in just six weeks.) Now Allied tanks and infantry were returning the favor, systematically liberating one town after another from Nazi occupiers: Saint-Lô. Chartres. Marne. Verdun. And Metz.

In Metz on Sept. 11, still just 21 years of age, Lt. Storey earned a Silver Star Medal, the United States military’s third-highest decoration for gallantry in combat … though he didn’t yet know it.

Lt. Storey and his men secured a key Metz bridge over the Moselle River, braving German fire in a headlong charge with fixed bayonets and war whoops. The lieutenant then directed C Company to a hilltop that strategically commanded Metz and its new bridgehead. He skillfully deployed 43 soldiers, all that remained of an original 165 after days of battle, along a gap in the defenses that looked vulnerable to the young man from the hills of north Georgia.
The Germans saw the gap too, and they knew the ground — Hill 386 was used to train German soldiers. If Hitler's troops could counter-attack, split the Allied forces, and reclaim the bridge over the Meuse, they might stop in their advance.

The Germans attacked. They came in waves. They came for five straight nights. Lt. Storey and his desolate guns fought them off again and again with just two .30-caliber machine guns, one bazooka, and their rifles. Between assaults, German artillery shells rained down. The beleaguered GIs held Hill 386 for nearly a week. At last, the Germans backed off. Pilots of Allied P-47 Thunderbolt fighter planes that lent air support in daylight estimated that 500 German soldiers lay dead on the slopes in front of Lt. Storey's position.

The baby-faced Georgian ought never to have led that mountain-top defense. The morning he arrived at the Meuse River Lt. Storey was fifth in chain of command. By that night, he was the senior officer — all four of his superiors were killed or disabled.

Later, as his unit got some badly needed rest, a battalion executive officer told Lt. Storey he'd been awarded a Silver Star.

What for? The lieutenant asked, bewildered. I was just doing my job.

An American tale

The story of Harold Storey, now age 99 and revered as one of the most distinguished citizens in Rome, mirrors the story of 20th century America.

He was born into a rural world, like most Americans of 1922. His family ran a local sawmill and other operations valuable to farmers and self-sufficient mountain families that commonly lived without running water, electricity and other modern comforts.

Storey came of age in the Great Depression. “Not everybody could afford to buy gasoline,” he remembers, “so some of the farmers took the tires off their automobile and put them on their wagons.” He worked side-by-side with the grown-ups at countless labors of country life — building barns and house additions, hoeing vegetables, cutting timber, tending cows and hugging milk to the spring to keep it cool, then hauling buckets of fresh water back to the house.

Things have changed.

Storey sits on his front porch today, peering out at his green suburban neighborhood across the Oostanaula River not far from downtown Rome. An American flag flies in a morning breeze. Time has diminished Storey physically, and he needs a wheelchair.

His mind, though, is still as bright as an August morning, and his expressive face seems overlarge, impressively noble, like a Roman bust.

Storey built the family house in 1953 before Rena, his daughter, was born to him and another Rena, his lovely wife. (A son, Hal, came along in 1967.) Storey took out three mortgages on his white-columned brick home, paying by the month for decades until those installments finally violated his business sense. In the 1990s, he wrote a good-ridicule final check to end the aggravating monthly mortgage payments.

He'd been shellng out the cursed sum of $104 a month.

Even during the Depression, Storey says there was never any doubt he’d go to college, never any doubt where he’d go, and never any doubt what he’d study.

“I wanted to be something big,” Storey confesses. “I decided I would rather graduate of Terry College and the University of Georgia than do anything else, anywhere else.”

Why business?

“I didn’t know there was anything else to do,” he says. “For my sense of self-worth, I had to be a good business person. I was concerned about my image as a family man.

The drums of war beat steadily as Storey arrived on UGA’s campus on his birthday in 1939. Rumors of war were constant background noise as Storey enjoyed business classes, Alpha Tau Omega fraternity life, the Demosthenian Literary Society, Straban House, and other attractions of university life. The youngster signed up for ROTC so he’d qualify to be an officer if war broke out.

That happened soon enough.

“A fraternity brother came running outside one Sunday yelling about an attack on Pearl Harbor,” Storey says. “I wasn’t the only one who had to look around to find out where Pearl Harbor was.”

Uncle Sam needed soldiers now, and ROTC units found themselves fast-tracked toward graduation. Storey took his Terry College BBA with a specialty in accounting early in December 1942. He received orders to report to Officer Candidate School at Fort Benning, and in the blink of an eye was training to lead men in battle. He practiced soldering in Indiana, South Carolina, Tennessee and New York.

To transport troops to the European Theater the U.S. military mobilized almost anything that floated. Storey made his maiden voyage across the Atlantic on a barge.

“We were so cramped,” Storey remembers, “that four men in each cabin only had room between bunks to stand a suitcase on end for card games.”

He entered a dangerous world where events were shaped in faraway rooms — boardrooms, war rooms, smoke-filled political rooms — but a world where every individual act might have consequences.

Storey’s son-in-law Bill Henderson describes that time perfectly in a very readable 2020 memoir, A Man of Peace Goes to War, written by Harold Storey with the help of a bright young neighbor, actor James Arthur Douglas, and Dede Hicks.

“We see with Harold Storey,” Henderson writes, “the unusually personal and seemingly insignificant daily decisions that one Georgia boy had to make without any more preparation than a good heart, a trustworthy sense of love and duty, and an ability to see what had to be done and the courage to do it.”

Lt. Storey spent most of his tour de France on foot. He and his commander marched east, town by town, hill by hill, through the fall of 1944, driving deeper and deeper toward Germany as the bitter winter of that year descended.

Then, on Jan. 22, 1945, the war ended for Harold Storey.

A ferocious German counterattack spread in a huge sector of the Allied front — an assault known as the Battle of the Bulge. Lt. Storey once again led brave men in desperate defense of a position, only this time in snow and freezing temperatures.

That day, an artillery shell struck a tree limb over LT. Storey's head. The explosion instantly killed a man on either side of the lieutenant, and it almost killed the young Georgian too. Jagged shrapnel tore through Lt. Storey's neck between his windpipe and jugular vein, and metal shards pierced his body.

Lt. Storey's comrades got him out to an improvised local hospital. After medics got him stabilized, LT. Storey shipped off to hospitals in Luxembourg and France on his way to a less-than-memorable convalescence in Salisbury, England. In all, he spent four months in hospital rooms recovering from the life-threatening wounds.

Rena Storey's portraits grace the house in Rome, Ga., she shares with Harold. The couple met when he returned from the war in a marriage that has lasted for 71 years.

LT. Storey goes to war

When LT. Storey at last was well enough to step out into the English springtime, he found a challenge that put his Terry College business skills to a remarkable test.

A U.S. colonel dropped by with an assignment. The mission? Set up a technical school for GIs stationed in Europe who were idly waiting to return home. Storey bore wounds, like Storey. Learning various trades as they waited would give them a better chance to reenter everyday life and make a living back in the states.

In Frackleton, a scenic town on the Irish Sea, Storey launched the complex large-scale project at a former B-17 repair site.

“There were classes offered in almost any field, such as art, business, industry, etc.,” he told in his memoir. "They had classes for painting, operation of cranes, automotive repair, and many other mostly technical studies … The instructors, who came from all over the United States, were very good leaders in their fields.”

LT. Storey put all his ingenuity into creating, from scratch, a basic trade school. He led efforts to borrow hundreds of beds and mattresses from nearby Oxford University. He oversaw details as fine as the design and creation of special uniforms for instructors, who come over from Westinghouse, General Electric, and other major U.S. companies.

The school processed 4,000 students in each eight-week term, and it fell to Storey and his staff to house and feed and accommodate the restless GIs.

“It seemed to me like the most wonderful thing a guy could do,” Harold says, “to help a bunch of kids get back home.”

It turned out to be wonderfully healing work at another level. "I got the idea of PTSD (post-traumatic stress disorder) experience," Storey explains. “I had time to ease up and deal with the experiences of the war before going home. I had men around me I could talk to.”

Even so, Storey at age 99 still asks to keep a light on in his bedroom at night and even during naps. It comforts him to be able to see if the wake up. He spent so many scared nights staring from a foxhole into darkness, knowing a deadly enemy lurked out there, unseen.
In 1945, Harold Storey came home. He met and married a beautiful young woman. They had beautiful children, then grandchildren, as they settled into a more predictable life in north Georgia. Harold and Rena, a professionally trained painter of museum-quality portraits including a notable sitting of her husband, recently celebrated their 71st wedding anniversary. Rena found a good man.

“Harold is a social being who is sensitive, resourceful, gregarious, of strong opinion, and fearless at times,” she says in her husband’s memoir. “He wants to change the world for the better. World War II was a defining and transforming experience in Harold’s life. With death occurring all around him, life took on a very different meaning.”

She adds, “When we were dating, his values and morality all resonated with me. Faith is very much a part of who Harold is.”

With death occurring all around him, life took on a very different meaning. “I learned from the start of my life,” Storey explains, “how to love somebody that didn’t look like me.”

The returning warrior went into business with his father at the S.I. Storey Lumber Co. (Storey’s brother, Bernard, came on board after his own military service in the Pacific.) The Terry skills helped again — business boomed in a nation booming after a war that left 418,531 American military personnel killed and 1,197,456 wounded. “I learned the value of hard work, savings, and understanding,” he wrote. “Today was Christmas Day. Somehow, I thought that if I did survive, I would never want to remember that I had killed two helpless people on Christmas. I would not want my family to know I had done such a thing. It was really mostly selfish, with some compassion thrown in. I also knew this would not be a fitting tribute to the short and beautiful life Cassels had lived. “I didn’t pull the trigger.”

The greatest generation.

So many owe so much — perhaps even freedom itself — to Storey and the soldiers still in line with him in these peaceful last miles of their long march.

**A moment of truth**

One vivid wartime moment illustrates the authentic compassion of Harold Storey.

During the Battle of the Bulge, he and his company bypassed two wounded German soldiers, an officer, and an enlisted man. Under fire and at risk, the GIs hurried on to a safe site without stopping.

It was Christmas Day.

A replacement medic in Lt. Storey’s unit, Private First Class Robert W. Cassels Jr., a favorite of the company, begged Storey for permission to return to the wounded enemy soldiers and treat their wounds. Though he had misgivings, Lt. Storey said yes.

A long time passed. Darkness descended. The medic had not returned. Storey ventured out alone in search of FPC Cassels. He found the amiable medic. Cassels had been shot through the helmet, likely by a German sniper. His lifeless arm still embraced one of the wounded Germans he’d been helping with the final act of his life.

“My emotions nearly tore me apart!” Storey confesses in his memoir: “Anger raged through me like never before. It was expected for me to shoot the squirming and begging German men laying on the ground. I cocked and raised my carbine and pointed it at the captain.”

Then Lt. Harold Storey, age 22, a young man baptized in a creek named for his family and respected for his devoutness among fraternity brothers at UGA, remembered his better angels. “Immediately, images of my family ran through my head,” he wrote. “Today was Christmas Day. Somehow, I thought that if I did survive, I would never want to remember that I had killed two helpless people on Christmas. I would not want my family to know I had done such a thing. It was really mostly selfish, with some compassion thrown in. I also knew this would not be a fitting tribute to the short and beautiful life Cassels had lived. “I didn’t pull the trigger.”

**The greatest generation.**

Journalist Tom Brokaw recounted Storey’s remembrance of FPC Cassels in his 1998 bestseller The Greatest Generation. Brokaw realized that World War II veterans were fading away, and he attempted to gather and preserve their stories while they could still tell them.

Before the COVID-19 pandemic, the Veterans Administration reported that the United States lost 245 World War II veterans each day to age and infirmity — a joyless casualty count. Of 16 million men and women who served in the U.S. Armed Forces in WWII, just 325,574 remained alive as of May 31, 2021.

Sitting with Harold Storey on a morning in August 2021, hearing his stories, watching the remarkable eyes that have seen nearly 100 years of history and some of the most terrible and most beautiful moments a life can offer, it’s easy to believe Brokaw.

The greatest generation.

**While the trials on the battlefield were part of his youth, Harold Storey returned home from the war and remained in Rome, Ga., where he joined his father’s lumber business and became a celebrated member of his community, always making sure to look out and care for others. “I learned from the start of my life,” he says, “how to love somebody that didn’t look like me.”**
In Safe Hands

By Carolyn Crist (ABJ '10, AB '10, MA '14)

When Larry Richardson began the Executive MBA program at the Terry College, he wanted to transition from years of work in emergency medical services to the business side of public safety. Little did he know then that he’d come away with far more — a business partner, a new company and an innovative service prepared to save lives during one of the most harrowing pandemics in the country’s history.

Less than four years after graduation, he’s now at the helm of a fast-growing ambulance company that could change how paramedics and emergency services groups handle data, technology, and efficient operations across the health care industry.

“I owe everything to the Terry College of Business. The day I started my graduate degree, I had been working for the government for 20 years, so my vocabulary wasn’t there in the sense of profit-loss statements, balance sheets and strategic marketing,” Richardson says.

“Learning a new world and new language was difficult and challenging, but being more mature in life, I knew where I was going and what I wanted from the program,” he says. “That active learning is what prepared me to do what I’m doing now.”

Richardson (MBA ’18) is the co-founder and executive vice president of AmeriPro EMS, an ambulance services company operating in Georgia and Florida. With a generational shift in health care in the U.S., demand is increasing for patient transportation, particularly among older patients in the Baby Boomer and Silent Generation cohorts. Across the industry, fuel prices and demand can fluctuate, but reimbursement rates for transportation services don’t — the federal government sets the reimbursement.

That means to be a successful medical transportation company, optimization and asset utilization are paramount.

That’s why Richardson has focused on efficient and safe patient transportation using the latest technology for operations, communications and patient care. For instance, AmeriPro EMS ambulances are rigged with tools that track the driving habits of the team, transmit cardiac data while on the road, dispatch teams to the correct locations and reduce wait times. Richardson initially served as the COO and now is the EVP overseeing the data analytics, technology and revenue cycle to ensure the company is meeting key metrics and is positioning itself for long-term success and future growth opportunities.

“The industry as a whole has never been on the cutting edge of technology, so we had to work around that by developing a data team early and building our own data platforms to dial in our efficiency,” he says. “As important as patient care is, you also have to optimize logistics and asset utilization.”

After Richardson graduated from the EMBA program, AmeriPro EMS launched in April 2018 and grew exponentially across Georgia, jumping from a handful of calls to thousands of transportation requests within months. In December 2019, the group acquired another ambulance service in Jacksonville, Florida, which was slated to lead to major growth in 2020.

Two months later, the first COVID-19 wave hit, and the demand hasn’t slowed since.

“We’re ready to expand our services and are looking at other product lines to diversify and keep going,” he says. “We want to be one of the largest ambulance companies in the country. That’s our goal and our mission.”

Innovating within Industries

Hailing from metro Atlanta, Richardson graduated from Stockbridge High School with the Class of 1995 and immediately entered the Marine Corps, where he specialized in aviation electronics and repaired airplane communications equipment. After eight years of service, he transitioned into public safety and spent nearly two decades working for public and private fire departments and EMS companies. Richardson is licensed as a critical care paramedic and nationally registered paramedic, and he holds certifications from the Federal Emergency Management Agency, American Heart Association and National Association of Emergency Medical Technicians.

During that time, Richardson married his wife Laura, and they had two children, Liam and Lyla. While the kids were both under 2, Richardson found he wanted more than a 24-hours on, 48-hours off schedule and had to do something different. He decided to prioritize his education in an effort to shift to the administrative side of
“Health care workers are tired, and there are a lot of long days, but our teams are so dedicated to our service so we keep going and servicing our customers.”

the industry. In three years, he earned a bachelor's degree in management from Clayton State University, concentrating in emergency management and homeland security all the while working full-time, taking full-time college courses and raising a family.

Then Richardson decided to take it a step further by enrolling in Terry’s EMBA program. Armed with experience in emergency services, he was pleased to work with classmates from all backgrounds—business, military, technology, health care and more. Among the cohort, Richardson met Madhurima Uppalapati, who now serves as president and CEO of AmeriPro EMS. “Larry talked to me about the opportunities to modernize and improve EMS, and we combined forces to start a company, which is now one of the fastest-growing ambulance companies in the country.”

They created AmeriPro EMS to focus on high-quality patient care and efficient patient movement, not only transporting people to emergency rooms but also throughout the health care system. AmeriPro provides Critical Care and Advanced Basic Life support transportation services. That includes moving high-acuity patients out of hospitals, between surgery centers and to recovery homes, as well as transferring them to emergency rooms but also throughout the health care system.

Richardson had experience with disaster operations as the pandemic unfolded. He recognized the need for better data and analytics to improve patient flow and the timeliness of services. “Looking at the entire flow of patients throughout a health care system can have a huge impact,” Uppalapati says. “That’s what excited me about changing the game.”

As COVID-19 cases began to emerge in early 2020, the AmeriPro EMS team began to prepare for infectious disease protocols and an influx of patients. Richardson had experience with disaster management from his years with the military and various EMS groups, so he knew to look ahead and gather supplies early. The company stocked up on personal protective equipment, industry leading disinfectants and planned for never-ending changes in operations as the pandemic unfolded.

“The recent Delta variant surge has probably been the worst and most taxing part of the pandemic so far due to the demand and the fatigue,” Richardson says. “Health care workers are tired, and there are a lot of long days, but our teams are so dedicated to our service, so we keep going and servicing our customers.”

Creating Connections

The rapid growth of AmeriPro EMS is also intrinsically linked with Richardson’s ability to connect with others, says Jeff Ertwine (MBA ‘18), executive director of program management for Cox Communications, who was in the same Terry Executive MBA cohort and a former F-18 pilot.

Ertwine recalls the time that they first met in a hallway between classes. A classmate pointed out that they both served in the Marine Corps and wanted to introduce them. “Larry barreled his way toward me and gave me a big hug,” Ertwine says. “He brought me into his inner circle, which is what he does. He’s an inclusive leader who recognizes opportunities to bring in people to get things done.”

Richardson and Ertwine have remained close since graduation, often texting each other and other classmates who continue to support one another in their business endeavors. Ertwine jokes that Richardson, like actor Kevin Bacon, is merely a few degrees of separation from any new person he meets.

“It’s neat to be part of his world and to be friends with him,” Ertwine says. “His personality fills the room, and people flock to him, yet when it comes down to business time, he’s ready to go.”

Ertwine and Richardson bonded over their common military background, particularly the foundational principles of commitment, drive and determination. Veterans who are transitioning to the civilian world need ways to translate their skills in a corporate context. Ertwine says. The Executive MBA program helped them to apply their experience in logistics and operations to a business-focused contexts through accounting, marketing, hiring teams and forecasting sales.

“Not everybody is designed to be an entrepreneur. Larry has that drive to accomplish his goal,” Ertwine says. “The entire class was behind him, wanting him to succeed.”

For Richardson, the classroom connections and practical experience of the Executive MBA program have contributed to the success of AmeriPro EMS. Through case studies and group projects, he understood different backgrounds and viewpoints to focus on a problem, develop a solution and execute it. He also appreciated how the program tackled business questions from a holistic leadership perspective and on-the-ground focus on numbers.

The program emphasized major principles—such as data analytics, innovation and leadership—that he recognized from working on teams in the Marines.

“The team comes first. Through the success of your team, you complete the mission with problem-solving and discipline,” Richardson says. “There’s a saying that there’s no such thing as a former Marine, and there’s a lot of truth to that. You take the lessons you learn and carry them through all aspects of life.”

Larry Richardson joined the U.S. Marine Corps in 1995. During his eight years of service, he specialized in aviation electronics and repaired airplane communications equipment.
Bridge Work

Commander and Dr. David Quintero will soon take over the family dental practice after a stellar career in the U.S. Navy

By Chris Starrs (ABJ '82)

This fall proved a memorable season in what was already an extraordinary life for Dr. David Quintero.

Quintero—who spent a decade on active duty in the U.S. Navy and continues to serve in the Naval Reserve—was promoted to the rank of commander and later this year will assume ownership of his family’s dental practice at Quintero Periodontics in the Atlanta suburb of Dacula.

“I’ve been so fortunate with the opportunities I’ve had,” says Quintero (BBA ’06), who — while stationed at the U.S. Naval Academy — earned a master’s degree in civil engineering (the first African American female to do so). Smith began her first tour of duty and has been in the Coast Guard ever since. Her tenure has included service in New York City in the aftermath of the Sept. 11 attacks and New Orleans after Hurricane Katrina devastated the area in 2005.

After graduating from the academy in 2001 with a bachelor’s degree in civil engineering (the first African American female to do so), Smith began her first tour of duty and has been in the Coast Guard ever since. Her tenure has included service in New York City in the aftermath of the Sept. 11 attacks and New Orleans after Hurricane Katrina devastated the area in 2005.

Education has always been at the core of Andrea Smith’s life.

A commander in the U.S. Coast Guard, Smith grew up in Albany, where her father, Anthony Parker, has served as president of Albany Technical College for the last quarter-century. When Smith received an appointment to the U.S. Coast Guard Academy after graduating from high school, it was her father who insisted she give it a try.

“I will be very honest,” says Smith, “I was not at first sight. I had all these chips on my shoulder. And I told myself, I’ll leave after this. I’ll leave after that. I’d been told not to leave.”

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That education experience as a model for how I wanted to be as an instructor was super-helpful,” says Smith, whose Terry experience also included a summer internship in Boston. “I learned skills that I still use now, skills not in traditional military operations. Being part of the civilian workforce was new to me, but I learned a lot of those tenets at Terry and I’m grateful.”

Promoted to commander three years ago, Smith now works in Washington, D.C., as the executive officer of the Coast Guard’s Recruiting Command. She asserts that it’s not easy to recruit in any military branch these days, but it’s even more trying in the time of COVID-19.

“‘It’s challenging because being a smaller service we have to work to make people understand who we are and are aware that the Coast Guard is a military option,” she says. “Getting in front of those individuals, especially in a COVID environment, is difficult but when we’re able to do that, luckily what we have to offer sells itself.

“Even in deployments, once it’s over, people make the decision that they want to serve, or the self-presentation of the Coast Guard is strong, with the opportunity to travel and see the world.”

Smith says the lessons she learned served her well as an academy instructor and afterward.

“I was going back to the academy to teach, so being able to use that education experience as a model for how I wanted to be an instructor was super-helpful,” says Smith, whose Terry experience also included a summer internship in Boston. “I learned skills that I still use now, skills not in traditional military operations. Being part of the civilian workforce was new to me, but I learned a lot of those tenets at Terry and I’m grateful.”

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“…”
Greg Davis Jr. (MBA ‘15), VP and Atlanta market manager at Davis Broadcasting Inc., finds the meaningful connections his family’s business makes with local communities. Page 36
By Ed Morales

Insights 40 years after its debut

The country continues to produce top-notch talent and the first class of six students graduated in 1981 and included six students. The MMR’s first Board of Advisors met in May 1980 (middle left) and included the top picture, front row) Roy Stout, Arthur Nielsen Jr., A.B. Wildt, Donald Hughes, Cecil “But” Phillips, (back row) Glen R. Jarboe, H.C. Barksdale, James N. Stuart, Melvin R. Crask, James H. Barnes, and Fred Reynolds. Students in the Class of 2016 (at left) compare notes during class.

The Terry College Master of Marketing Research program, the first of its kind in the country, continues to produce top-notch talent and insights 40 years after its debut.

‘A Premium Product’

By Ed Morales

Rob Arnett was a young marketing research associate at Frito-Lay tasked with crunching data on ways to better market Tostitos to hungry consumers. Already boasting Fritos, Doritos, Cheetos and Lay’s potato chips, the company was a giant in the snack game. But by the late 1970s, competition from Kellogg’s (maker of Pringles) and Nabisco (who was adding chips to its cookie and cracker empire) was edging into Frito-Lay territory. Its response was Tostitos, a corn tortilla chip developed in 1978.

This was new territory for Arnett. When he approached grad-school with his MMR class in 1981, and though there have been several changes in the curriculum, professors and venues over the four decades, one thing never changes. At the end of the academic year, each graduate gets a job.

“Tostitos more than tortilla chips and dips — they’re an invitation to catch up with friends, so Get Together Already!”

When a sale means something more (or less)

“I know a large grocery chain that found relationships in a product category, and based on what they saw in the data, they thought they should add more shelf space for that product — they found that relationship, and that’s what they concluded. Then they called the primary research team, which is like an MMR team, and said, ‘let’s do some qualitative research, let’s figure out why this is happening!’ What they learned was the product was only selling more on a profit standpoint is not as positive, so you see the aggregation, the relationships, but then you have to understand why those things are happening.”

— Marcus Cunha Jr., MMR Director

When people are eating Tostitos, they are not by themselves — they’re always with other people. It tends to be a situation where you’re going to be sharing Tostitos, you’re going to have salsa, and you’re going to have dip. It was an insight that turned into a marketing strategy for Tostitos, and they were very explicit about using it in their ads for the next 20 years.’

Within two years, Tostitos reached $800 million in sales — it even sponsored a bowl game. What started as a chip expanded into six types of salsas and five different dips.

“Why? Because, as the man says, you don’t eat Tostitos by yourself.”

And it’s still in there, I can still see it in there,” Arnett says of the Tostitos branding. “A lot of times you work behind the scenes in the business. You’re never going to be on the cover of Ad Age. But that was something I can point to and say, I came up with that, I came up with the insight that led to that becoming a successful strategy for Tostitos for a very long time.”

How long? On a recent visit to the Tostitos webpage under the About Us section, the sentence atop the page reads:

“It’s been 40 years, and the insight remains powerful and true. The same can be said about the MMR program at the Terry College of Business.”

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“It was really about taking data to the next level to understand what it can do,” says Cassidy Miller, a senior researcher at Chick-fil-A who earned her MMR in 2017. “Understanding the types of methods and analyze to answer questions and wondering what we can do to get those answers. The program is good at exposing students to research methodology and analytical techniques so when they get out into their fields they are not surprised.”

Four decades of MMR classes have yielded 731 graduates working at 400+ organizations in 61 states or countries. Last year, 50 job offers were extended to 26 students.

“We are recognized around the world,” Cunha says. “A survey that was done in 2017 found that we are recalled three times as much as the other programs combined. It’s a premium product.”

The founder of Starbucks?

“The MMR program has been a blessing to me and responsible for my career,” Denk says.

“When I remember I had to do a dissertation — we were each provided with a data set and had to come up with a problem to solve. So I did a 40- or 50-page dissertation on the coffee market and little did I know at the time, but I saw the needs of what became Starbucks and the high-end coffee market. Back in those days, General Foods had a product called international coffee and that was an early fore-shadowing of what was to come. The reason it was of interest was that Coca-Cola, one of the original founding sponsors of the MMR program, was crushing it in carbonated beverages, and it was paid for? It was too good to be true for me, at that time I knew I wanted to try out marketing research as a career.”

Denk and Arnett were two of nine in the ’82 class, getting a healthy dose of statistics, marketing theory and strategy, and consumer behavior. Denk came to the program after working a few years in sales following his graduation from Western Kentucky, where he majored in business administration. The growing element in the classroom was data collection emerging through random digit telephone interviewing, mall intercept interviews, and improved wording in surveys. Younger people were getting more interested in coffee and alternative beverages. — Bill Denk (MMR ’82)

They were not who they thought they were

“In the fast-casual restaurant area, this client brand created the category, and they had this image of who they were, what they stood for, and why people came to their restaurant. But we learned through research what they believed wasn’t necessarily how customers saw them. In fact, there were incoming competitors more strongly associated with the evolution of this new set of needs evolving in the category. It was very eye-opening for them and resulted in all kinds of changes. They altered their brand theme, changed menus, changed decor — really changed their entire positioning based on the research. They weren’t who they thought they were in the outside world.” — Jill Eberle (MMR ’95)

“The MMR program was somewhat of a mystery, but one worth exploring. Because it was industry-led, figuring out the academic piece of the puzzle took some tries and starts. But since there were no programs to which it could be compared, the growing pains were part of the learning process. What was clear was the need for a program of its kind.”

“’The whole concept was brilliant as far as I was concerned,” says Bill Denk, co-owner and managing partner of MMR Research Associates and part of the 1982 MMR class. “A very specialized degree with industry involvement and you had a built-in recruiting of graduates, and it was paid for? It was too good to be true for me, at that time I knew I wanted to try out marketing research as a career.”

The 1970s

Horatio Alger’s book “Five Hundred Dollars; Or, Jacob Marlowe’s Secret,” published in 1890, includes an extended passage where several main characters are prompted to get jobs in Peoria, Ill. With references to “they will play an engagement in Peoria,” and “we shall play in Peoria,” the book was popular with a young audience and birthed the ubiquitous phrase “Will it play in Peoria?” — meaning if it plays in Peoria, it can play everywhere.

It’s a century later, and Jill Eberle is in her final year earning a marketing degree and minor in psychology at Bradley University, a private university in Peoria. She went into Bradley thinking about going into behavioral psychology but reoriented to business and market research. During her senior year the university debuted its first class in market research. “I thought that was interesting because it was a blend of marketing and psychology,” she says. “I loved the class, and I was intrigued by the field.”

The ’80s

When first dreamed up in 1979, the MMR program was somewhat of a mystery, but one worth exploring. Because it was industry-led, figuring out the academic piece of the puzzle took some tries and starts. But since there were no programs to which it could be compared, the growing pains were part of the learning process. What was clear was the need for a program of its kind.

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“It was really about taking data to the next level to understand what it can do,” says Cassidy Miller, a senior researcher at Chick-fil-A who earned her MMR in 2017. “Understanding the types of methods and analyze to answer questions and wondering what we can do to get those answers. The program is good at exposing students to research methodology and analytical techniques so when they get out into their fields they are not surprised.”

Four decades of MMR classes have yielded 731 graduates working at 400+ organizations in 61 states or countries. Last year, 50 job offers were extended to 26 students.

“We are recognized around the world,” Cunha says. “A survey that was done in 2017 found that we are recalled three times as much as the other programs combined. It’s a premium product.”

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It so happened that her professor knew about the UGA’s MMR program and steered her toward it. “UGAs program was much stronger than the others because it is both corporate and academic, and that was appealing.”

A decade after it began, the Georgia MMR program was playing in Peoria.

Eberle, a partner at Lynx Research Consulting in Denver, came to Athens in 1990 and joined 15 others in her MMR cohort. While there remained an element of data collection in her studies, the rise of computers moved the program’s focus from data gathering to data analysis.

“There were levels of statistics and advanced analytics,” she says. “There were courses around experimental design, sample and sampling error. Dr. (Richard) Fox, one of the most beloved professors of that program, taught courses with a little more practical application, and we did have a class project. … At the time quality strategy, customer satisfaction and loyalty were starting to emerge. It was huge in terms of corporate client interest and demand for that kind of information.”

She remembers spending her “whole waking hours” with her cohort mates, developing strong bonds and work habits. “It’s an intense program so we had to get through it together.”

After earning her degree, Eberle took a job with M/A/R/C Research, a marketing research consulting firm based in Texas. “I felt immediately immersed in what was going on with the work.” Eberle says of her transition from graduate school to full-time professional work. “It was a seamless move.”

She has been at Lynx for nearly 20 years, but her ties with the MMR program remain strong. She coordinates the MMR mentor program, matching up alumni volunteers with current students, where they serve as a coach and a guide in job searches and career paths.

“There are so many people who have gone through that program that it is a community that I will always be a part of,” she says. “Some of my best friends on the planet are people I went through the program with. So much of my career success has been through the connections I got through the MMR program.”

MMR students participate in true exercises at the ropes course on UGA’s Intramural Fields in 2006.

At home with Google

“I launched Google Home, a product where the technology preceded a user need. We were us-

ing marketing from the applied side to see who the earlier adopters of this product are, what are the uses we should be prioritizing, using, and building for, and how do you talk about this new technology so people can gravitate toward it. You’re launching a new product, and you don’t know exactly why you should be doing this new category in business. Being able to achieve the answers to all of those things is fascinating.”

— Manish Gupta (MMR’01)

The 00′s

It was the time when internet service was starting to ramp up, and an acknowledgment of new data and new technology. It was the time when internet service was starting to ramp up, and an acknowledgment of new data and new technology. It was the time when internet service was starting to ramp up, and an acknowledgment of new data and new technology. It was the time when internet service was starting to ramp up, and an acknowledgment of new data and new technology.

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— Michael Humby

There was a shift from theory to uncharted waters.

A decade after it began, the Georgia MMR program was playing in Peoria.

Manish Gupta is always looking forward. In a career filled with blue-chip global companies — JPMorgan Chase, Yahoo!, Ebay, Google, and now Facebook — Gupta was in the MMR program at an integral time. It was 2000, and the rise of the internet was changing how data was perceived and delivered, opening the world to uncharted waters.

“We started to see the cusp of breaking into new fields and areas,” says Gupta, who now serves as director of strategy, operations and insights at Facebook. “There was a shift from theory to uncharted waters. There remained an element of data collection in her studies, the rise of computers moved the program’s focus from data gathering to data analysis.

“One thing that is clear to me is nobody is wowed by your depth of methodological experiences and ability to try new complex projects, that is almost expected,” he says. “What stands out is what you do with it? How do you use the information and connect it with other sources in a hypothesis that already exists, or doesn’t exist, to tell a story and influence a discussion that leads to a change?”

He credits the MMR program for pairing students with industries to tell these stories through gleaned insights — insights that might not mean anything for years. Talking to industry leaders as students makes them much more valuable once they become employees. His training at UGA served as a basis for what he does now at Facebook — trying to determine the future to keep companies viable for decades.

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“At Facebook Reality Labs, a lot of the technologies we are working on won’t be commercialized for at least 8 to 10 years, if not more,” he says. “You’re trying to anticipate a consumer reaction or belief of where the viewers might be. Being able to convince viewers of that through your work has been the most fascinating to me.”

The 10′s

From a technology standpoint, the first decade of the 21st century moved at a brisk pace. The internet exploded, the iPhone soon followed, and the advent of social media was quickly on its heels.

“When Tricia Houston arrived in Athens in 2009, joining her large MMR cohort of 28 students, data was king. In 2006 Clive Humby, a data analysis specialist who founded the global consumer insights business dunnhumby (where several MMR students would work), coined the phrase, “Data is the new oil.” Michael Palmer, the executive vice president of member relations at the Association of National Advertisers added to Humby’s phrase by noting data is “valuable, but if unrefined it cannot really be used.”

The MMR program was in the refining business.

“You’re not going to Georgia to learn how to gather the data,” says Houston, who is the founder and CEO of MMR LIVE Experience Design. “Thinking back to 1980, you had to know how to go door to door — getting the data was the skill. When I was there, there was so much data we didn’t know what to do with it, but we were starting to figure that out. We had a customer lifetime value class that used these big data sets, which is the norm nowadays. The value you’re learning at Georgia is how to sift through all the noise to get to what matters.”

But there remained an old-school touch as well. In what she called “market research trade school immersion boot camp,” Houston was drilled in advanced techniques and tools of the trade. After graduation, when she went to work for The Home Depot, she was able to “talk intelligently to internal and external clients about what the suppliers were up to. “It was fabulous in terms of setting us up for success in the future,” she says. Cassidy Miller came to the MMR from Disney World, where she worked in guest relations. She earned a PhD degree from UGA but found a love for marketing campaign data and email campaigns while working a short stint with a nonprofit.

When she arrived in 2016 there remained a steady diet of the courses that existed throughout the life of the program, but the new wrinkle was its attention to soft skills. Now with a speaker series, an interview prep seminar, and a constant stream of professionals and alumni coming in to talk to the cohort, the MMR program was fully training students to make persuasive arguments.

“There was an overview on how to conduct qualitative interviews and other techniques, such as observations and focus groups,” Miller says. “We concentrated on a high level of understanding with application.”

Miller’s MMR experience, like the program graduates before her, was formative and life changing.

“There is a high expectation of MMR grad because there is a rep-

utation that we do well, but the program is amazing,” she says. “The faculty and staff are amazing. It honestly was the best time of my life.”

It’s a sentiment shared among MMR alums through the decades, partly because the program treats each cohort as a unit instead of individual students. For 11 months, your MMR class is your world.

“We are a high-touch kind of program, we really know the students and they get to know us too,” Cunha says. “We host them at our houses, we have many social and networking events and host a biennial research summit. The MMR experience is connected as connected with the alumni and the insights industry (the next one is scheduled for Aug. 10-11, 2022). Our alumni network is very strong and one of the reasons for that is we get to know each other really well. In our cohort system, they take all courses together and develop really strong ties among themselves and with the program.”

Dick agrees — 40 years later the MMR program has never stopped being a part of his life.

“I was like No. 10 or 12 in the program, and at the time we were thinking ‘it would be really cool if we have an alumni network someday,’” she says. “To see that develop, and for me to now hire many of the graduates that come out of the program, has been very rewarding.”

Rob Arnett leads an “Insights with Rob” session with MMR students in 2013.
Becore he could say a word, Greg Davis Jr. was in radio. “My father started the company a month and a day after I was born,” he says of Davis Broadcasting Inc., where he now serves in an executive role as vice president and Atlanta market manager. “I was born into radio,” he adds with a chuckle. “I was a tad stubborn growing up,” Davis says. “My dad never pressured us. He was very intentional about that. I believe he’s witnessed other family-owned businesses where children were pressured into a career that essentially made them unhappy and unfulfilled. His words were, and I quote, ‘If this is a profession you decide to pursue, I would love nothing more than for you to work with the company.’”

After graduating from Morehouse College in 2008 with a degree in business marketing, Davis decided to explore his career options. Following internships with CNN and American Express, Davis landed a job with Sony Electronics as part of their inaugural sales management rotational program. That role allowed him to secure a position as regional account manager for the West Coast/Southwest Region for the home audio/video-specialty division overseeing an annual sales budget of over $20 million in revenue. However, radio — and family — beckoned, and in 2013, Davis followed his heart back home. While his Fortune 500 experience gave him valuable exposure to “how larger companies operate and strategize,” he says, Davis Broadcasting’s community-centered mission proved the more powerful draw.

Indeed, as he began working for the company his father built, Davis frequently recalled lessons his parents taught him and his siblings when they were young. “Operating a radio station comes with great obligation and responsibility because you have a platform to make a difference,” he says. “Prior to social media and podcasts, owning a platform to reach the masses was rare. We know how historically both individuals and companies have abused this power, therefore broadcasting with integrity is a priority of ours.”

As Davis explains, owning and operating an African American broadcasting company in a field where minority ownership remains rare adds a complex dimension to that basic responsibility. “Our advantage as independent and minority-owned broadcasters is rooted in our relationships and our commitment to the communities that we serve,” Davis says. “Davis Broadcasting is excited to celebrate 35 years in business this year, and our success can partially be attributed to our staff and management team being active members of each market in which we operate. We have an innate and sincere desire to see our neighbors, friends and local citizens thrive. Therefore we invest in programs focused around education, food insecurities, economic disparities and the overall improvement of quality of life.”

In order to become even more valuable to his family’s business, Davis recognized the need to further his education. “I knew that soon, I would be required to take on additional leadership responsibilities, and it would be beneficial to hone in on my business skills,” Davis says.

A former Davis Broadcasting employee had recently completed the Georgia Executive MBA program at Terry’s Atlanta campus, and it came highly recommended. “While living in Atlanta, I was commuting daily to the Columbus office,” Davis says. “A full-time master’s program was, unfortunately, not an option as I had commitments to the everyday operations of the company.”

Upon enrolling in the Georgia EMBA, Davis felt an instant connection. “I was one of the youngest in the program,” he says. “It was great because I had the opportunity to learn from my more experienced classmates while also sharing a fresh perspective from both my tenure at Sony Electronics and my current role in a family-owned business.”

Davis says his Terry EMBA degree prepared him to face a wide range of challenges, including the critical issue of radio’s uncertain future in the age of widespread digital streaming.

“Operating a radio station comes with great obligation and responsibility because you have a platform to make a difference.”

“Citing four key advantages of terrestrial radio – “Radio is local, radio is relevant, radio is reliable, and radio is free” – Davis says he’s never been more confident about his company’s outlook, largely due to the impact it continues to make on its diverse, otherwise underserved audiences.

“We have unique opportunities to help create voter registration drives and to share reliable information about the distribution of [COVID-19] vaccinations to our communities.”

This sort of visceral, meaningful connection is unique to local media, says Davis. “When there are issues or concerns in our communities, people turn to local media — they won’t be looking to the streaming platforms for resolutions.”

“Ultimately, Davis says, what it’s always been about — what will continue to fuel his company’s hard-earned success — is family. Not just the core Davis crew, but also the extended Davis Broadcasting family: its loyal listeners, local advertising partners and dedicated employees.

“We have an amazing staff, but we all live, work and play in the communities where we own and operate radio stations,” he says. “So, we have to be able to walk out the door, hold our head high and know that what we’re doing has a greater impact on the community.”

Greg Davis Jr. (MBA ’15)
By Gabe Vodicka (AB ’08)
Bjame it on HAL 9000, Clippy's constant cheerful interruptions, or any navigational system leading delivery drivers to dead-end destinations. In the workplace, people and robots don't always get along. But as more artificial intelligence systems and robots aid human workers, building trust between them is key to getting the job done. One Terry professor is seeking to bridge that gap with assurance from the U.S. military.

Aaron Schecter, an assistant professor in the Department of Management Information Systems, received two grants — worth nearly $2 million — from the U.S. Army to study the interplay between human and robot teams. While AI in the home can help order groceries, AI on the battlefield offers a much riskier set of circumstances — team cohesion and trust can be a matter of life and death.

“Or imagine a drone that isn’t remote-controlled,” he says. “It’s flying above you like a pet bird, surveilling in front of you and providing voice feedback like, ‘I recommend taking this route.’”

But there are only trustworthy if they are not getting soldiers shot or leading them into danger.

“We don’t want people to hate the robot, resent it, or ignore it,” Schecter says. “You have to be willing to trust it in life and death situations for them to be effective. So, how do we make people trust robots? How do we get people to trust AI?”

Rick Watson, Regents Professor and J. Rex Fuqua Distinguished Chair for Internet Strategy, is Schecter’s co-author on some AI teams research. He thinks studying how machines and humans work together will be more important as AI develops more fully.

“People really hated that condition,” Schecter says, noting that less than 10% of participants caught on to the ruse. “They were like, ‘Stupid VERO!’ They were so mean to it.”

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But it was a research assistant with a voice modulator operating VERO. Sometimes VERO offered helpful suggestions — like a spring and would stretch out and contract when it wanted to contribute ideas.

“It’s this avatar floating up and down — it had coils that looked like a spring and would stretch out and contract when it wanted to contribute ideas.”

In one project, Schecter’s team presented test subjects with a planning task, like drawing the shortest route between two points on a map. He found people were more likely to trust advice from an algorithm than from another human. In another, his team found evidence that humans might rely on algorithms for other tasks, like word association or brainstorming.

“We’re looking at the ways an algorithm or AI can influence a human’s decision making,” he says. “We’re testing a bunch of different types of tasks and finding out when people rely most on algorithms.”

“We’re looking at the ways an algorithm or AI can influence a human’s decision making.”

In a different study focused on how robots and humans interact, Schecter’s team introduced more than 300 subjects to VERO — a fake AI assistant taking the shape of an anthropomorphic spring.

“If you remember Clippy (Microsoft animated help bot), this is like Clippy on steroids,” he says.

During the experiments on Zoom, three-person teams performed team-building tasks such as finding the maximum number of uses for a paper clip or listing items needed for survival on a desert island. Then VERO showed up.

“It’s this avatar floating up and down — it had coils that looked like a spring and would stretch out and contract when it wanted to talk,” Schecter says. “It says, ‘Hi, my name is VERO. I can help you with a variety of different things. I have natural voice processing capabilities.’”

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Schecter’s goal wasn’t just to torment subjects. Researchers recorded every conversation, facial expression, gesture, and survey answers about the experience to look for “patterns that tell us how to make a good collaboration,” he says.

An paper on AI human and human teams was published in Nature’s Scientific Reports in April, but Schecter has several more under consideration and in the works for the coming year.
Sundar Bharadwaj, the Coca-Cola Company Chair of Marketing, was named an ISBM Fellow by the Institute for the Study of Business Markets. Bharadwaj examines the financial impact of marketing strategies and capabilities of consumer and business-to-business firms. ISBM Distinguished Research Fellows are selected by fellow researchers in recognition of their work and dedication to the advancement of business-to-business marketing practice and theory.

Donald Chambers, associate director and lecturer in the UGA Entrepreneurship Program, was recruited into the 2021-22 class of UGA Aspire Fellows, a leadership program for mid-career and senior faculty who want to extend their professional impact. Fellows benefit from an interdisciplinary community of peers and a structured approach to support their professional development and signature projects.


Ron Lam, professor of marketing who holds the Terry Dean’s Advisory Council Distinguished Professorship, was recognized by the International Journal of Research in Marketing as an outstanding member of its editorial review board.


Alex Reed, associate professor and director of the Legal Studies Certificate Program, was elected secretary-treasurer of the Academy of Legal Studies in Business at the association’s annual conference.

Hani Safadi, associate professor of management information systems, was named an associate editor of Management Information Systems Quarterly.

Tim Samples, associate professor of legal studies, received an Early Career Achievement Award from the Academy of Legal Studies in Business. The panel cited Samples’ ability to translate difficult concepts for his students, his commitment to international scholarship, his contributions to research and his reputation as an expert in his field.

Where did Terry take you? Submit your class notes online, upload photos, share a promotion.

news.terry.uga.edu/magazine
Frank Brumley (BBA '62) of Charleston, S.C., was inducted into the South Carolina Business Hall of Fame for his junior achievement of Greater South Carolina. The distinction honors the lifetime achievements of those who made a positive impact on South Carolina. He has served as CEO and partner of several major coastal developments, including Amelia Island Plantation, near Jacksonville, Fla., Wild Dunes, and Kiawah Island. Since 1997, he has been the chairman and CEO of the Daniel Island Co.

Dr. John M. Godfrey (BBA '64, MD '76) of Jacksonville, Fla., was honored by the National Association for Business Economics with the title of Fellow in recognition of outstanding contributions to the business economics profession and leadership in the NABE.

1965-69

Penn Clarke (BBA '16) of Decatur released “Dolphins & Penn: Tackling Through Life,” a book describing his encounters with dolphins while living aboard his sailboat. He is the founder of Dolphin Relief & Research, an organization that works with scientists and researchers worldwide to study marine mammals.

Warren T. ‘Butch’ Hendrix (BBA '69) of Snellville retired after 52 years in the insurance industry. He started with the Georgia Insurance Group, which is based in Los Angeles, Calif.

1960-64

Franklin (BBA '63) of Columbus retired from his position as an investment advisor. He previously was chairman and CEO of the Daniel Island Co.

James Wilder (BBA '60) of New Port Richey, Fla., retired from his position as a residential real estate broker at Wilder Leasing and Management.

1970-74

Bill Hillery (BBA '72, MBA '74) or Marietta retired from his position as EVP of Synynx Bank of North Georgia after 29 years.

Henry Lowe (BBA '70) of Macon was inducted into the Georgia Aviation Hall of Fame. He is president of Lowe Aviation, a full-service fixed-base operator located at the Middle Georgia Regional Airport. It handles refueling of transient aircraft and provides a 2,000-square-foot flight planning center, waiting area for passengers, conference room, courtesy cars for pilots, pilots’ lounges and pilot supplies.

Gary Guyer (BBA '76) of Atlanta was named head coach for men's and women's golf at Georgia Military College in Milledgeville. He previously served as head coach of women's golf at Mercer University. He is also the executive director of Girls Golf Georgia, a nonprofit dedicated to empowering girls and women through the game of golf.

1980-84

Rick Pennell (BBA '83) of Greenville, S.C., was inducted into the South Carolina Business Hall of Fame by Junior Achievement of Greater South Carolina. The distinction honors the lifetime achievements of those who made a positive impact on South Carolina. He is president and CEO of Metromon Corp., one of the largest precast, prestressed concrete manufacturers in the U.S.

Stuart Anderson (BBA '82) of Jasper released “The Notebook Meeting: How to Finally Organize Your Life and Reach Your Mountaintop Moments.” She is director of operations at LifeStream, a marijuana ministry service. She and her husband, David, host the marriage podcast, “The Red Truck Marriage.”

Ron Bracwell (BBA '82) of Gainesville was named to the board of directors for Pinnacle Bank and Pinnacle Financial Corp.

1985-89

Penny Valle (BBA '86) of Holly Springs began her seventh year as principal of Oak Grove Elementary STEAM Academy in Acworth. The school was named a STEAM Academy in June for its consistent culture on problem-based learning and instruction, collaboration, and integration of science, technology, engineering, arts and mathematics. Valle was honored to receive the Georgia School Bell Award in 2017. The award is given to school principals in recognition of outstanding curriculum and organizational leadership.

Dr. Dana Hermanson (BBA '86) of Marietta was named Outstanding Educator by the Auditing Section of the American Accounting Association for 2020. The award “recognizes exemplary contributions in research and/or teaching over an sustained period of time.” He is the Dinos Eminent Scholar Chair of Private Enterprise and a professor of accounting at Kennesaw State University.

David Robertson (BBA '96) of Atlanta was named EVP of risk management at Jackson Healthcare, a family of specialized health care staffing, search and technology companies. He was most recently EVP at Harden, where he served as the health care practice leader.

Cindy Davis (AB '82) of The Hills, Texas, was appointed to the board of directors of Nottarini’s, an Italian restaurant and wine bar specializing in life insurance. She is an senior underwriting consultant at NFP, providing underwriting expertise special- izing in complex high net worth cases, foreign nationals and offshore insurance.

Teresa Ostapower (BBA '96) of Johns Creek was named chief information officer at Diebold Nixdorf, a leader in driving con-
Brig. Gen. Gavin Gardner (BBA ’92) of Rock Island, Ill., commander of Joint Munitions Command in the U.S. Army, was promoted to brigadier general during a ceremony at the historic Quarters One on Rock Island Arsenal. A member of a third-generation Army family, Gardner entered service as a second lieutenant in the Ordnance Corps in 1992. Throughout his almost 30 years of service to the U.S. Army, he received various accolades, including one Joint Meritorious Unit Award, one Valorous Unit Award, two Meritorious Unit Commendations, the Legion of Merit (1 Oak Leaf Cluster), the Bronze Star Medal (1 Oak Leaf Cluster), the Meritorious Service Medal (6 Oak Leaf Clusters), the Combat Action Badge and Parachutist Wings.

Scott C. Crowley (BBA ’92) of Fortson is the founder of Crowley Law LLC in Columbus.

Angie Mulder (BBA ’92) of Franklin, Tenn., was named the chief compliance officer at American Physicians Partners, a company providing a better alternative to hospitals for their clinical outsourcing needs. She previously served as SVP and chief compliance officer for Diversecare Healthcare Services Inc.

Roger Shannon (BBA ’93) of Louisville, Ky., was recently named “2021 Best in Finance” by Louisville Business First for his recognition of outstanding performance in a finance leadership role. He is the CFO and treasurer at Charah Solutions Inc. in Louisville. Ky. He also edited and is one of the publication of Charah Solutions’ inaugural Environmental, Social and Governance Report, highlighting the company’s leadership and initiatives in environmental remediation of coal power plants, sustainability through recycling and diversity.

Beau Davis (BBA ’93) of Atlanta is a partner with BluPrint Wealth Advisors. He previously served as a managing partner with Compass Wealth Management. Al Parker Jr. (BBA ’93) of Atlanta was elected as an advisory trustee of the UGA Foundation. He is president and CEO of Yancey Bros. Co.

Chris Hayes (BBA ’94) of Alpharetta was named a national accounts sales executive at Propell Insurance, a privately owned insurance agency. He was previously the SVP at McClure.

Mark Lange (BBA ’94) of Richmond, Va., was promoted to executive director and financial advisor and portfolio management director at Morgan Stanley Wealth Management. He previously served as the SVP-finance advisor and portfolio management director.

Danielle Barron Benson (BBA ’95) of Athens was named to the Georgia Access to Tobacco and Medical Cannabis Commission by Gov. Brian Kemp, where she serves as the voice of the trucking industry in Georgia.

Diane Hix (BBA ’95) of Atlanta was named principal at S.J. Collins Enterprises, a mixed-use, retail, and multi-family development firm. Before joining S.J. Collins, she was a managing director of Cushman & Wakefield.

Angela Johnson (BBA ’96, JD ’00) of Roswell was named VP of innovation and merchandising of Edible Arrangements, a chain store selling arrangements and gift baskets made up of gourmet fresh and chocolate-covered strawberries, made as edible gifts. She came to Edible from East Coast Floral Distributors, a temperature-controlled logistics provider to the food and beverage industry. She joins East Coast Floral Distributors from The Solutions Group, where she was a VP.

Trip Kennickell (AB ’00) of Savannah was named manager of business development at East Coast Warehouse & Distribution, a temperature-controlled logistics provider to the food and beverage industry. He joins East Coast Warehouse & Distribution from The Solutions Group, where he was a VP.
Eric Rivenbark (BBA '02) of Roswell joined Coastal States Bank as SVP and commercial banking team leader for the Atlanta region. He previously was SVP at Cadence Bank.

Daniel Burch (BBA '10, JD '16) of Ponte Vedra Beach, Fla., is a managing partner at Inlight Real Estate Partners. He was previously general counsel and principal at Stonemont Financial Group.

Jake Carter (BBA '00) of McDonough was appointed to the Georgia Tourism Foundation by Georgia Gov. Brian Kemp. He is the president and operator of Southern Belle Farms, the family farm he transformed into a 330-acre agrotourism destination.

Michael Patrick (BBA '03) of Athens was appointed as an advisory trustee of the USA Foundation. He leads strategic initiative initiatives for marketing at CHI Illini, which includes the college's sports and community banking industry.

He most recently served as project manager for FinTech Atlanta.

Suraj Amarnani (BBA '07, MBA '08) of St. Maarten, was elected chief accounting officer by the Portman Holdings board of directors. He is responsible for the firm’s financial, tax, financial reporting and treasury management functions. He also joins Portman, he was an audit senior manager at KPMG LLP. He also serves as controller and chair of the finance committee for the Portman Family Counseling Center, and board member of the Ascend South- east Hub.

Harry Dock (BBA '07, AB '17, JD '19) of New York, N.Y., was selected to participate in the 35th cohort of Leadership New York, a highly selective civic leadership and professional development program for early to mid-executive level professionals based in New York City. He serves as the VP of policy governance and regulatory change management at Mitsubishi UFJ Financial Group Inc.

Kendal Lewis Daughtry (BBA '18) of Valdosta earned an education specialist degree in instructional technology from Drew College of Education at Valdosta State University.

Maj. Kendall Connell (BBA '00) of Chickamauga recently reached 21 years of service in the U.S. Army Reserve and received a promotion to the field grade rank of major. He continues to serve part-time in the U.S. Army Reserve in the Washington, D.C., area and works full-time as a cybersecurity risk advisory consultant at Accenture. Previously he served in security roles at Deloitte in London, England. He’s logged more than five years of Army active-duty time, including two overseas deployments to Bosnia and Iraq. He is married to his wife Janjira and is the proud father of a baby girl, Diana, who was born in the summer of 2021.

Tonya De Melo (BBA '00) of Laguna Niguel, Calif., was named chair of the Catholic Coalition for Habitat of Humanity of Orange County. She works as an VP at Bank of America.

Chad Hume (BBA '09) of Atlanta was named to the board of directors of Driven Brands Holdings Inc., the largest automobiles service company in North America. He serves as a principal at Roark.

Christine Job (BBA '03) of Barcelona, Spain, is the host of “FLOURISH in the For- eign,” a podcast about Black women living and thriving abroad.

Kathryn Pope (BBA '03) of Atlanta was promoted to senior director of corporate development at Malchips. She joined Malchips in February 2017 as a senior financial analyst.

2010-14

Laura Bentley (BBA '11, AB '17) of Atlanta was named senior corporate counsel at Delta Air Lines. She was formerly an associate at McGuireWoods LLP.

Andy Conn (BBA '11, JD '14) of Savannah was promoted to partner at Harris Lowery Manton LLP, a full-service trial law firm. He has been with Harris Lowery Manton since 2016 as an associate attorney.

Alexandria Levitt (BBA '07) of Atlanta is a top-producing real estate agent at Keller Williams. He previously served as a senior consulting analyst in applied behavioral science for Moxie.

Reece Sanford (BBA '11) of Villas was named director of innovation at Peachtree Physical Therapy. He previously served as a senior project manager in management at Experian, where he was a senior software engineer and scrum leader.

Kevin Morris (BBA '04) of Brookhaven was named the director of innovation at the Independent Community Bankers of America group representing 2,900 banks across the country. The chief technology officer at DataSeers, a FinTech company that engineers a solution for harnessing complex data. She previously served as the director of business development at VITAL4.

Rob Landon (BBA '05) of Alpharetta- ta was named VP of engineering at Knowland, a company focused on providing cloud-based hotel software. He previously served as the VP of engineering at Cendyn.

Jonathan Bundy (PhD '14) of Gilbert, Ariz., was named the Strategic Man- agement Society’s Emerging Scholar, an award given to individuals who have made significant contributions to the field of strategic management and advance its study and practice. He is a management professor at the W. P. Carey School of Business at Arizona State University.

Lillia Dem Chani (BBA '03) of Houston, Texas, is manager of peripatetic busi- ness operations at Texas Children’s Hospit- al. She was previously a finance manager and senior finance analyst with Houston Methodist.

Andy Mills (BBA '03) of Dunwoody was promoted to regional commercial markets sales manager at KeepTruckin. He was recognized as the No. 1 account executive for the company’s commercial markets.

Lauren Porter (BBA '04) of Marietta was awarded the Veranda Family Award for Staff Excellence by the Georgia Tech Scheller College of Business. The award recognizes individuals who demonstrate outstanding job performance. She is the corporate relationships manager in career services at the Scheller College.

2015-19

Michelle Krueger (BBA '15, PhD '19) of Ath- enes was hired as a financial planner at the Elwood & Goetz Wealth Advisory Group, a fee-only financial planning firm. She is joining the firm’s advisory team after spending two years as an assistant profes- sor of finance at Loras College in Dubuque, Iowa.
Adam C. Johnson (MBA ‘16) of Atlanta was named to the University of Georgia Alumni Association board of directors. He is a director at Jabil Consulting.

Genevieve Boyle (BBA ‘18) of Savannah was promoted as a relationship manager at BankSouth, where he will be responsible for generating new commercial loans. He previously served as a financial analyst for Equifax.

Shameka Allen (MBA ‘17) of Suwanee was named a financial analyst at Cox Communications.

Mark Musselman (MBA ‘13) of Tallahassee, Fla., was named president of the Asphalt Contractors Association of Florida Inc.

Josiah Holt (BBA ‘18) of Nashville, Tenn., is a financial analyst at UBS. He previously worked as a financial reporting analyst at Millstone Homes Inc.

Jared Farrell (BBA ‘17) of Atlanta is a finance manager at Microsoft. He previously served as a loan operations intern at the bank and then moved into a credit analyst position.

Hali Flickinger (BBA ‘17) of Athens won a silver medal in the 200-meter butterfly at the Games. She won an individual bronze medal in the 400-meter individual medley. She is a sponsored brand athlete with Speedo.

Andrew Nolan (BBA ‘20) of Groveland, Fla., was named a commercial loan officer at PlainsCapital Bank. She previously served as an associate relationship manager at Frost National Bank in Dallas, Texas.

Miles McInty (BBA ‘18) of Nashville, Tenn., joined Bernard Williams & Co. as an account executive in life, health and financial services. Before joining Bernard Williams & Co., he was a sales representative with Arthritis.

Peter Theis (MBA ‘18) of Atlanta was named a regional sales manager at Merchants Fleet, where he will oversee the company’s sales initiatives in New Mexico, Texas, Oklahoma, Arkansas and Louisiana. He previously served as a fleet account executive at General Motors.

James Artemus (BBA ‘20) of Lawrenceville, Ga., was named a financial analyst at Cox Communications.

Jenna Elko (BBA ‘21) of Cumming, Ga., started the company Happy Soul Sisters sells tie-dyed pieces of clothing through an online store. She recently served as Assurant’s VP of global housing operations with oversight for significant operations within its global housing segment.

Tyler Eck (BBA ‘20) of Newnan was named a legislative liaison to the Senate and policy advisor in the Office of Gov. Brian P. Kemp. He previously served as a constituent services representative for Rep. Drew Ferguson, advising and consulting with constituents regarding the Small Business Administration, Internal Revenue Service and U.S. Department of Agriculture.

Neal Sharma (BBA ‘12) of Duluth is the president of AdKaddy, a mobile app that keeps your personal inbox free of brand clutter. He previously served as the company’s head of marketing. As president, he manages day-to-day operations, which includes managing a fully distributed and remote team, leading the development team located in Nepal and taking charge of marketing efforts and creative strategy.

Alecia Bailey (MBA ‘18) of Boston was named a regional business development officer with Arthrex.

Andre Lemons (MBA ‘14) of Atlanta was named a VP and ABL principal at Fifth Third Bank. He previously served as AVP, ABL underwriter in the business finance division at Wells Fargo.

Jared Farrell (BBA ‘17) of Atlanta is a finance manager at Microsoft. He previously served as a loan operations intern at the bank and then moved into a credit analyst position.

The Terry College empowers students to understand the world beyond their doorstep and learn how to collaborate with people from different backgrounds and cultures. But to grow our footprint abroad, we must better fund and enhance our INTERNATIONAL BUSINESS (IB) PROGRAMS. With your help, we can expand global learning and increase our worldwide exposure by supporting:

IB EXPERIENTIAL LEARNING

Fund the IE Signature Speaker Series, IB Cultural Etiquette Dinner, and Collaborative Online International Learning programs, where Terry undergrads pair with students from an international exchange partner institution.

STUDY ABROAD PROGRAMS

One of the most critical growth opportunities at the Terry College is increasing access to study abroad programming, preparing our students to lead in the global marketplace.

VISITING SCHOLARS PROGRAM

Through private support, we would welcome four to six visiting scholars each year to deliver lectures, mentor students, and share their research and expertise with Terry faculty.

ALUMNI ENGAGEMENT

Contact Alumni Relations to engage and connect with Terry alumni. Are you interested in mentoring students or hosting virtual or in-person site visits and networking events? Help us develop the global facets of the Terry Alumni Network. To support our International Business efforts, please contact: Kathy Orstadt | orstadt@uga.edu or 706.247.2627
1940s

1950s
Larry A. Whitfield (BBA ’59), Moser Alexander III, Milledgeville, Sept. 7. (BBA ’62)

1960s
G. Snyder (BBA ’57), Stevens Bryan L. ‘Bill’ M. Clary (BBA ’49), cumming, May 20. Sr.

1970s

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