

THE MAGAZINE OF THE UNIVERSITY OF GEORGIA TERRY COLLEGE OF BUSINESS

TERRY



Shoulders of Giants

**Alumni Reach New Heights of
Leadership and Mentorship**

page 13

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The inaugural
class of
**Leadership
Dawgs**

gathered in February at the Terry Executive Education Center in Atlanta to learn, network and celebrate the program's launch. Made possible thanks to a historic donation from Chick-fil-A to Terry's Institute for Leadership Advancement, the 12-month program engages UGA alumni in personalized leadership development, challenging them to take a reflective approach to assess, define and enhance their ability to lead teams and organizations. Participants spend the year working on a community impact project supporting Atlanta- and Athens-based nonprofits. ■

Photo by Brian Powers

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Following our leaders

Thousands of successful women stand on the shoulders of Terry's first female graduate, Anne Ruth Moore Crawford (page 32), who made history by earning a UGA business degree 100 years ago. Thanks to Anne Ruth leading the way, business and civic leaders such as Terry Distinguished Alumni Award recipient Bonney Shuman (page 16) have charted their path here during our first century as Georgia's preeminent business school. Countless more graduates will follow those leaders while making their mark over the next hundred years, paving the way for future generations.

As Cecil Cooke (page 26) reflected on receiving the Terry Distinguished Alumni Award this spring, he spoke about leading with a servant's heart in support of the people and places near and dear to him throughout his life. An Emeritus Alumni Board member, Cecil counts Terry among those special places, and since retiring from Aon he has served the college as an adjunct instructor in the Risk Management and Insurance Program. "We stood on the shoulders of the people who were here before us, and they raised us up. That is one of the things that I try to relay to our students," he offered. "They're going to leave here and, hopefully, they're going to be very successful. They need to come back and provide their shoulders for the next generation that is coming through."

In this spirit, the Terry College has expanded experiential learning and leadership opportunities for current students and alumni. A \$10 million endowment from Chick-fil-A provided the means to double the size of this year's Leadership Fellows class and hire additional faculty in the Institute for Leadership Advancement (ILA). Their gift also enabled the launch of an alumni initiative called Leadership Dawgs. The group assembled in Atlanta for leadership training with ILA faculty to kick off a yearlong community impact project with nonprofit partners.

Looking to the fall and opportunities to prepare our students for a business world driven by innovation, we are excited to welcome new scholars and instructors to Terry. Gerald Kane, an expert on digital transformation and decision making from Boston College, joins the MIS department as part of UGA's two-year faculty hiring initiative in data science and AI. We've also committed to a new academic option for undergraduates. Beginning next year, an area of emphasis in business analytics will be offered as a credential that students in every business major at Georgia can add to their résumés.

With purposeful focus on fostering an innovative and collaborative educational experience that encourages students to reach their full potential and positively impact their professions and communities, we are excited to help strengthen the shoulders on which the next generations of Terry students will stand.



Sincerely,

Benjamin C. Ayers, Dean
Earl Davis Chair in Taxation
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news



Dawgs in the Metaverse

Offbeat Media tops Bulldog 100 by betting big on virtual experiences

It's just after noon on Groundhog Day when Offbeat Media Group clusters onto a screen to run one final check. If all goes as planned, this project could shape the way brands interact with customers online.

"We're all in a big Zoom call, and we're going over everything to make sure launch goes as smoothly as possible," says CEO and co-founder Shep Ogden (BBA '18, top right). "It's a fun and rewarding experience launching a project like that, but it's also high pressure."

That project, Zero from Nexus, is a virtual influencer created by his followers who has already taken part in a virtual launch party for a new Samsung phone.

Offbeat's role in the media ecosystem — creating engaging social and virtual content for brands — looks like fun, but it's a serious business, and a booming one at that. The team is responsible for attracting more than 1 billion followers.

Over the past year, Ogden and his co-founders, COO Bailey Grady (BBA '19, top left) and chief creative officer Chris Travers (BBA '17, center), grew Offbeat from eight employees to 45. They helped McDonald's, Netflix and Warner Music connect with sought-after Gen Z consumers.

Offbeat's signature service, Virtual Humans, creates and manages animated avatars as virtual influencers. Their pioneering work

attracted the attention of the Atlanta tech startup space, coverage from *Ad Age* and *Adweek*, investment from Mark Cuban and top honors in the Bulldog 100 ranking of the fastest-growing businesses owned or operated by UGA alumni.

The company started as three Terry students with social media acumen and the dream to build a business. Their time at UGA gave them the skills, network and confidence to do just that. "The University of Georgia brought us all together," Grady says. "Offbeat wouldn't be here if (even) one of us hadn't gone to UGA."

Grady, a finance major, and Travers, who majored in management information systems, earned the UGA Entrepreneurship Certificate. Ogden, who majored in finance and computer science, pursued a New Media Certificate. Kevin Planovsky (ABJ '05), a veteran of the Atlanta startup ecosystem, was an early advisor.

"We are the product of what young entrepreneurs can do here at UGA," Ogden said at the Bulldog 100 celebration. "I expect we'll see many more companies like ours started by students that are in school right now because of the resources being dedicated by the university."

The Terry College continues to be well represented on the Bulldog 100. This year, 53 businesses on the list include Terry graduates, including five in the top 10. ■

Terry Trailblazer creates Georgia Commitment Scholarship

Chris Ward Scholarship strengthens Terry's commitment to diversity and inclusion

Chris Ward (BBA '87, MBA '89), a principal in EY's People Advisory Services, established an endowed scholarship to benefit intended business majors with exceptional financial need. The Chris Ward Georgia Commitment Scholarship strengthens Terry's commitment to diversity and inclusion by providing critical opportunities to students from disadvantaged backgrounds.

"I wanted to address a big need in my community. While it was important to fund students' education, I also wanted to sponsor dreams," said Ward, recalling his journey "from Bankhead to Buckhead."

An outgrowth of the Commit to Georgia campaign, the Georgia Commitment Scholarship program increases the number of need-based scholarships awarded to first-year students as the university seeks to eliminate financial obstacles for those seeking a UGA education.

The scholarship was announced during February's Terry Trailblazers event, which recognizes outstanding diverse alumni who achieved career success while making a meaningful impact on their organizations and communities.

Ward, a 2020 Terry Trailblazer, was on hand to welcome the 2022 honorees: Heather Ripley (BBA '06, MAcc '06), partner at Alston & Bird; Christian Robinson (BBA '04), senior vice president at Truist Wealth; Brandon A. Shah (MBA '18), director of operations for the U.S. Army's 3rd Combat Aviation Brigade; and Tina Taylor (BBA '03, MAcc '05), a partner at EY. ■



Chris Ward (top) welcomed 2022 Terry Trailblazers Christian Robinson, Tina Taylor, Brandon Shah and Heather Ripley (bottom right, with Dean Benjamin C. Ayers). The group participated in a panel discussion and mentoring sessions with Terry students.



Amos, Blank offer business advice

Aflac CEO, The Home Depot co-founder speak at UGA

Dan Amos (BBA '73), chairman and CEO of Aflac Inc., spoke at the Georgia MBA Alumni Symposium in March. The second-longest tenured CEO in the Fortune 200, Amos told an audience of MBA students, alumni and faculty about his history, his company's history and the importance of taking risks. He stressed that businesses can make money and also be ethically and socially responsible.

"I would ask all of you how are you embracing your culture?" Amos said. "And how are you looking for future growth? And where are you going to be looking forward? And what are you going to do to make it even better?"

Arthur Blank, philanthropist, civic leader and The Home Depot co-founder, spoke to a sizeable crowd gathered in the UGA Chapel for a Terry Leadership Speaker Series lecture in February. He told students that success comes to those who find work in an industry that shares their values.

"If you're involved in something meaningful to you, you're going to be financially successful at the same time," said Blank, owner of the Atlanta Falcons, Atlanta United and PGA TOUR Superstore. "If you chase the dollars first, you're going to end up in an industry or a company that doesn't reflect your own values, and you won't have the kind of success that you want." ■



Terry fills key leadership positions

Read, Metcalf promoted to steer Executive Programs, Information Technology

Linda Read, named **director of Executive Programs** at the Terry College in November, finds methods to connect professionals with the training needed to succeed in today's demanding business environment.

"I could not be prouder of how we've been able to find ways to succeed and continue to help people," said Read, who served as interim director since April 2020.

Read (AB '83) built an extensive career helping professionals master the skills needed to excel and help businesses develop their talent pools. That experience made her an ideal choice to lead the program, said Dean Ben Ayers.

"Linda's experience gives her a firm grasp of what professionals need to advance their careers and help their workplaces thrive," Ayers said. "Her career working in corporate and educational settings makes her a strong fit for propelling our Executive Education programs."

Because the program is based in Atlanta, it has a finger on the pulse of the city's business ecosystem. Certificate and non-degree programs are taught by Terry faculty and industry professionals at the Terry Executive Education Center in Buckhead or client sites.

"People have a perception that academia can be isolated from what happens in the workplace," Read said. "We want to take the most current research on a topic and give Georgia businesses the advantages that come from that research."

Elsewhere in college leadership, Jim Metcalf (AB '94) was named executive director of the Terry Office of Information Technology. He served as interim director following the retirement of OIT's Brad Hunt last year.

Previously, Metcalf spent 15 years as a senior IT manager in OIT and was vice chair of UGA's IT Management Forum. Before joining Terry, he spent 10 years as a team lead for classified computing on the F-22 program at Lockheed Martin in Marietta. ■



Terry joins electric mobility initiative

UGA announced a campuswide electric mobility initiative in January with the goal of enhancing research, education and outreach opportunities in the high-growth, high-tech commercial sector. Electric mobility refers to vehicles such as cars, trucks, bicycles, boats and aircraft that use electric powertrain technologies for propulsion.

The initiative convenes industry leaders and scholars to discuss innovative approaches to electric mobility across Georgia and provide seed funding for new research projects. Terry College faculty are examining the economic, human and natural capital impacts of scaling electric mobility and its effects on sustainable development goals.

"Developments in battery technology, the growth in electric vehicle sales and the transition to renewable energy are a trifecta for significant societal and economic change delivered by higher levels of energy efficiency and cheaper electricity," said Regents Professor Richard Watson, a Terry faculty leader working on the initiative. "UGA is poised to help Georgia switch on a new future." ■

Graduate programs on the rise in U.S. News rankings

Terry's part-time and full-time MBA programs moved up in the latest rankings from *U.S. News & World Report*, with the Professional MBA in Atlanta listed at No. 30 overall and 19th among public business schools. The Full-Time MBA also achieved a top 20 ranking among public universities — climbing one spot to No. 16 — and a national ranking of No. 38 overall.

Terry also ranks 16th among publics for business analytics, one of the newer specialty rankings for *U.S. News*. Data analytics is integrated into the curriculum of the MBA and every other graduate program at Terry and next fall will be offered as an area of emphasis in all undergraduate business majors.

In addition, *U.S. News* ranked Terry's Master of Business and Technology No. 3 among online specialized master's programs in business. It marks the third straight year the program ranked in the top five nationally, and the second consecutive year it ranked No. 2 among public programs. ■



NWOGU



KARINSHAK

Student News

With a grant from UGA's Giving Voice to the Voiceless endowment, Kevin Nwogu (BBA '22) started a scholarship for students from his alma mater, Stephenson High School in Stone Mountain. Nwogu, the undergraduate student recipient of the 2022 President's Fulfilling the Dream Award, graduated in May with a degree in management. He served in many volunteer roles while at UGA, including as president of the Student Alumni Council, an ambassador with the UGA Mentor Program and a member of the Black Male Leadership Society and Black Affairs Council. The Servant Leader Scholarship provides mentorship, development and service opportunities to high schoolers from Nwogu's hometown.

Marketing and international business co-major Valeria Brenner has helped hundreds of Instagram merchants ship thousands of packages since launching Thryft Ship, which took home the top prize at UGA's Next Top Entrepreneur national pitch contest in April. Part of Startup Week, this was the sixth year the UGA Entrepreneurship Program hosted the national competition. Thryft Ship, a website streamlining shipping for businesses selling clothing or other goods through Instagram, provides an easy way to collect information and a portal to purchase postage at reduced rates. More than 35 teams applied to this year's contest, with nine finalists traveling to UGA from Texas, Tennessee, Michigan and Ohio to compete.

Terry student Elise Karinchak was among 417 undergraduates across the nation recognized as 2022 Barry Goldwater Scholars, the highest undergraduate award of its type for the fields of mathematics, engineering and the natural sciences. Karinchak, from Lawrenceville, is a third-year Foundation Fellow majoring in marketing and data science and pursuing a minor in studio art. Her studies focus on data mining and media analytics, and she plans to pursue a Ph.D. in data science. Since 1995, 64 UGA students have received the Goldwater Scholarship, which recognizes exceptional sophomores and juniors across the United States. ■



BRENNER

'Full circle'

Six Ninety Veranda honors history of Phi Delta Theta house

By Chris Starrs (ABJ '82)

When Ivester Hall was dedicated in 2019, the Terry community celebrated the completion of a historic building project. For alumni of the Phi Delta Theta fraternity it brought back memories of their time on campus living in that location near the corner of Lumpkin and Baxter streets.

With the construction of the Business Learning Community, two Phi Delta Theta brothers, who also happen to be Terry alumni, saw an opportunity. They decided to dedicate a space to commemorate the old fraternity house, which was built around 1955 and razed in 2009, when the fraternity moved to River Road.

Last year, the Board of Regents approved the naming of the balcony on the east side of Ivester Hall as Six Ninety Veranda, in honor of Phi Delta Theta. The fraternity is now approaching its 150th year on campus and spent more than five decades in the house at 690 Lumpkin Street.

Led by Mark Chandler and Bill Beckham, 10 brothers donated \$400,000 to name the veranda.

For Phi Delta Theta's Terry alums, the announcement of the BLC project was reflective, admits Chandler (AB '81). "But now it's this beautiful facility sitting at the crossroads, the center of the whole UGA campus, and what awesome facilities they are.

"It was the right thing to do for everybody," he says. "I like to think that this was full circle. We're happy where we are, and the (BLC) is higher-use and benefits thousands of students."

Six Ninety Veranda was dedicated in November, hours before the eventual national champions thumped Missouri 43-6 in an SEC East battle. A plaque on the site honors the fraternity and the Phi Delta Theta brothers who donated the funds.

"It really means a lot to our undergrads that are in school now," says Beckham (AB '78). "There are more Terry undergrads in the chapter than any other college. A number of them came to the dedication, and we were told by multiple students that they go into Ivester Hall and show their friends the plaque."

Chandler, an Atlanta native who is president of Habersham Properties and a UGA Foundation trustee, said his first visit to the veranda was a strong reminder of his undergraduate days.

"I walked around on the veranda and I said, 'This is unbelievable.' I felt like I was literally in the living room of the old fraternity house looking out the windows," he says. "This is the footprint of the old house, really, and nothing could be greater than dedicating it in the name of the fraternity."

"I felt good about it, and there's no doubt in my mind that the 10 guys (who donated) were elated and happy to be part of it," adds Beckham, a Miami native who has been a titan in the South Florida insurance business for decades.

"But even more than that, the better part to me was when other people came to the dedication and I saw how it gave them pride of bringing our fraternity back. That made me feel good. I know we did something good, something that's going to last and something simple." ■

Phi Delta Theta alumni joined Dean Benjamin C. Ayers to celebrate the naming of Six Ninety Veranda (top). Terry alums Mark Chandler (center) and Bill Beckham (second from bottom) spearheaded the fundraising effort. Photos by Brian Powers



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Terry College of Business
 UNIVERSITY OF GEORGIA

profiles



Sky's the limit | Page 16

Distinguished Alumni Award recipient Bonney Shuman is a devoted mentor to UGA students, including those selected to participate in Sea Island Scholars, a retreat sponsored by the Terry Women's Initiative.

Celebrate GOOD TIMES

Photos by Brian Powers



With a celebratory theme of “Back to Business” and an assembly of more than 700, the Terry College Alumni Awards and Gala returned in triumphant style April 30 to the Intercontinental Buckhead hotel in Atlanta.

The star-studded event was co-hosted by Georgia head football coach and honorary co-chair Kirby Smart (BBA ’98), who joined former teammate Matt Stinchcomb (BBA ’98) for a funny, free-flowing discussion (far right, center). The pair charmed the crowd by trading stories from their playing days, and Smart shared insights into what made last season’s championship team special.

To the delight of those gathered, the top Dawg didn’t arrive empty-handed. The Bulldogs’ 2022 College Football Playoff National Championship trophy was on display throughout the evening, and alumni queued up proudly — and patiently — to have their photo taken with the hardware.

After dinner, Dean Ben Ayers kicked off the awards program by stressing the importance of supporting student veterans at Terry, citing the “distinct leadership perspective” military students bring to the classroom and the boardroom.

President Jere Morehead echoed Ayers’ remarks and highlighted Terry’s track record of successfully developing business and community leaders, saying the college’s graduates “don’t just put the diploma on the wall, they lead the walk.”

During the main event, awards were presented to Distinguished Alumni Award winners Bonney Shuman (BBA ’80) and Cecil Cooke (BBA ’75) and Outstanding Young Alumni Award winner Will Keyes (BBA ’10, BS ’10, MA ’10, JD ’13).

The three (pictured at top right) reflected on the friendships and family support that contributed to their remarkable careers and spoke about the special relationships they formed at Terry and within the alumni community.

Read more about this year’s award winners on pages 16-29.

As the program wound down, attendees and honorees spilled out onto the hotel lawn and the celebration resumed well into the night.

Through corporate sponsorships and a silent auction featuring a trove of Bulldogs art, memorabilia and other alumni-donated items, this year’s Gala raised a record-setting \$780,000 to benefit the Student Veterans Support Fund, which provides scholarships to Terry’s student veterans.

Back to business, indeed. ■



Life-changing moments have a way of finding a person, often when — or where — they're least expected. For Distinguished Alumni Award recipient Bonney Shuman, an extraordinary career began in, of all places, a metro Atlanta Krispy Kreme.

Call it sweet serendipity.

As a teenager working an early-morning shift at the restaurant in between her sophomore and junior years of high school, Shuman struck up a friendly conversation with a pair of the store's regulars.

"There were two women who came in for breakfast five days a week, from Monday to Friday, and they worked at a bank," Shuman says. "They asked me what I was going to do next summer."

Itching to move on from slinging glazed treats, Shuman replied she wasn't sure.

The two customers saw something in the young employee. "They said, 'If you want to come to the bank, we'll give you an entry-level job to try to teach you a little bit about the way of the world,'" says Shuman.

Shuman was interested in science thanks to a particularly persuasive biology teacher but admits she didn't have her future mapped out.

"The only thing I did know is that I would go to college," she says. "Neither of my parents were college graduates. So from early on, they said, 'This is what we want for you.' As much as they encouraged us to get a college degree, they didn't really pigeonhole us. They felt like (college) was the key to open up any possibility. So that's really how I looked at it."

In the market for career inspiration, she took the women up on their offer. "I started answering the phone at the bank," she says. "And then they put me in a management training program."

The summer job sparked a newfound passion for finance and, after enrolling at UGA and pledging Zeta Tau Alpha, Shuman followed that passion to the Terry College, setting the stage for a remarkable life in business.

"That was an interesting lesson learned, and something that I tell young folks today," says Shuman. "You never know where a door's going to be opened, or where a networking opportunity is going to present itself."

OPENING DOORS

Bonney Shuman (BBA '80) pays it forward

Story by Gabe Vodicka (ABJ '08) | Photos by Brian Powers



From mentee to mentor

These days, Shuman is the one opening doors.

Retired from her role as president, CEO and co-founder of mobile solutions company Stratix Corp., Shuman is known as a respected and devoted mentor to UGA students looking to enter the world of business, especially those underrepresented in the field.

Julius Thomas (BBA '18) was matched with Shuman through the UGA Mentor Program during his sophomore year at UGA.

“My first impression was, I felt like I hit the jackpot,” says Thomas, a risk management broker at Marsh McLennan and CEO of the Atlanta-based civil rights nonprofit The People’s Uprising. “She was full of compassion, and very interested in learning about me as a person.”

Mentoring is “a two-way relationship,” says Shuman. “I’ve had some great (mentees) and get great joy from it. It makes my wheels turn. I feel like I’m helping someone be successful, and it’s a passion that keeps a spark going.”

In addition to the mentor program, Shuman is a founding member of the Terry Women’s Initiative, which promotes confidence and leadership skills to help students of all genders achieve academic, personal and professional goals.

During TWI’s spring Sea Island Scholars retreat, Shuman gamely dishes out “sage advice about preparation, learning, perseverance, knowing yourself and what you want and having the confidence to go after it,” says TWI founding member Debbie Storey (AB ’80, MBA ’06).

On a warm, breezy Saturday during this year’s retreat, Shuman welcomed the scholars into her picturesque St. Simons Island home for a buffet lunch followed by candid, laughter-filled conversations about everything from business fundamentals to personal fitness.

“Bonney is a constant source of inspiration,” says Storey. “She is so unique in her ability to convey practical advice, and she is never too busy or too tired to dedicate time to the students, often staying up late into the night to answer all their questions. Bonney is successful but grounded, professional but real, and she is so relatable.”

Thomas echoes this sentiment, explaining how Shuman immediately made him feel comfortable and seen.

“We had honest conversations about how I felt insecure about, a lot of times, being the only African American in the room,” he says. “She shared how, in many rooms, she was the only woman. And she gave me tips on how to be my full self, feeling confident in my ability and knowing there’s a community around to help uplift me.”

Ingenuity meets opportunity

Shuman learned similar lessons from a young age. After graduating from UGA, she began a banking career in earnest and quickly moved up the ranks to become a branch manager. But she came face to face with a harsh reality upon discovering she was being paid substantially less than her predecessor.

“My supervisor said, ‘Oh, no, he had a family to support. You’re a single woman. He’s a married man. I couldn’t possibly pay you that,’” Shuman recalls.

The frustrating event proved oddly fortuitous, sparking a deeply ingrained independent streak.

“My father worked with Texaco for 25 years, and we moved around a lot because of that,” says Shuman. “I feel like moving around made me less averse to risk. It’s interesting — two of my three brothers (also) started companies and sold them. So I feel like that’s what we gained from that experience — confidence, not being scared of new experiences.”

Shuman serves as a “constant source of inspiration” to the young women selected to participate in Sea Island Scholars, an annual weekend retreat for outstanding Terry students.

A new experience came calling in the form of another karmic event. When David Knowlton (BBA ’79), a former classmate who happened to live in the same apartment complex as Shuman, entered her bank seeking a small loan to fund a startup based on the fast-growing technology of bar coding, Shuman’s ears perked up.

Sensing her dissatisfaction, Knowlton invited Shuman to join him in his venture. Drawing on her business education, and with plenty of support and encouragement from family and friends, she agreed to take the plunge into the churning waters of entrepreneurship.

“I didn’t know anything about sales,” says Shuman. “But in the back of my mind, I was thinking, ‘I am so frustrated. What can I do next?’ So I decided to take a leap of faith.”

In 1983, the pair co-founded Bar Code Systems, later renamed Stratix. At the time, it became one of a small handful of companies manufacturing and selling bar codes — then a still-emerging tool primarily used in the grocery and retail industries.

“It was a great opportunity,” says Shuman. “We saw that bar coding had started to become a condition on which to do business. It offered so many advantages to the whole supply chain.”

But first, they had to prove it. “It doesn’t matter how great an opportunity is if you don’t have a solution,” Shuman explains. “And it doesn’t matter how great a solution is if someone’s not interested in buying it.”

Shuman recognized that bar coding, with its ability to dramatically streamline a company’s operations, could benefit all types of businesses. So she dreamed up innovative ways to sell the tech to skeptical clients, including a textiles group and a hardware manufacturing association.

“I attended some focus groups, and they said, ‘This will not work for our industry. There is no way you can put a bar code on a nail,’” says Shuman.

Sensing an opening, she shifted the conversation. “Let’s talk about what we can do,” she recalls responding. “Is there a different way to package nails? Maybe you don’t sell a nail at a time anymore — maybe you sell 25 nails at a time.”

The simple yet creative solution hit the mark. As it turned out, it also had profound implications. In the ’80s, “bar coding seemed very appropriate for a box of Cheerios — less appropriate for a nail,” Shuman says with a smile. “But we got there. And now you don’t think twice when you shop at The Home Depot or Lowe’s.”

Laying a foundation

Over the next decade, Stratix became a major player in spreading the adoption of bar code technology and automatic data capture, giving everyone from mom-and-pop firms to Fortune 500 companies a convenient way to track sales and boost productivity.


Running a business wasn’t always smooth sailing, though. “There were times (early on) when I would think we couldn’t make payroll, and it was, ‘How are we going to get through this?’” Shuman says. Combatting those growing pains required “some stubbornness, and never hitting a wall that you can’t figure out a way to go over.”

In scaling those walls, Shuman and Knowlton leaned on their network.

“It was so critical in terms of having so many avenues of people to go to for expertise,” Shuman says. “That’s what the Bulldog Nation creates, is (the ability to ask), ‘OK, who do I know? Who can help me with this dilemma, and do I know anyone who can help me open a door?’”

Shuman has long understood that relationships are key to success. Stratix was built on a great idea. But the company’s growth was also due to Shuman’s resolute belief in “developing relationships built on trust,” as she remarked upon receiving an alumni award from her fraternity in 2014.





“If there are any words of wisdom I can share, if I can provide encouragement in any way, that gives me a sense of reward.”

“We have a set of core values that serve as guideposts for our actions and decisions,” says Stratix CEO Louis Alterman (BBA ’99). “They include being positive and optimistic, getting our uniform dirty, being customer-obsessed and having unwavering integrity. Bonney created the foundation for these values.”

Having laid that foundation, and following Knowlton’s tragic 2007 passing, in 2011 Shuman decided to step down and sell her ownership in Stratix, which she had grown into a mobile solutions colossus. It was time to enjoy a new phase of life with her husband, Billy, and their children, Mary Ellen (BBA ’17, JD ’20) and Billy Jr. (MAB ’18).

Shuman is clearly proud of her career, of the company she helped build, of the mindful leadership style she instilled — even if her motivation was slightly different than most CEOs. “To me, success is being able to say with a really full heart that I did the right thing,” she says.

It’s tempting to point to more tangible measures of success. Stratix, which began in a two-room office space with “two phones and a landline,” says Shuman, now has over 300 employees and more than \$100 million in annual revenue.

That leap of faith paid off.

Paying it forward

As one might expect, Shuman isn’t content to put her feet up.

After retiring, she served as president of the UGA Alumni Association and treasurer of the UGA Foundation Board of Trustees. She is actively involved in her southeast Georgia community as her church’s treasurer and a volunteer with the Communities of Coastal Georgia Foundation.

She cherishes the time she is able to spend with her children. “They’re both adults now, and I know they’re creating their own paths, so my time with them is much more limited than it ever was. Whenever I get the chance to be with them, I just treasure that.”

She continues to nurture relationships with a wide circle of people, friendships formed at Terry and throughout a three-decade career. Last Thanksgiving, Bonney and Billy welcomed no fewer than 30 people to their table.

And she remains committed to molding the movers and shakers of tomorrow — making real connections with younger folks to share a lifetime’s worth of hard-earned wisdom.

“I feel a gratitude that makes me want to pay it back,” says Shuman. “If there are any words of wisdom or any lessons learned that I can share with a potential entrepreneur that might make their journey more successful, or if I can provide encouragement in any way — whether it be true wisdom, or just emotional support — that gives me a sense of reward.”

To those students, Shuman’s true self shines through.

“Bonney showed me how you can be extremely successful but still have a spirit of humility and giving back,” says Thomas. “She’s a great person to connect with one-on-one. She doesn’t care about her talents and accolades — she cares about being a blessing to other people.”

These small, precious moments are hugely important to Shuman, who traces her own journey all the way back to that doughnut shop in Chamblee.

“I just feel like that’s what I owe,” she explains. “Anything that I can share, I just feel compelled, driven to do so.” ■



CALL OF DUTY

Quadruple Dawg Will Keyes (BBA ’10, BS ’10, MA ’10, JD ’13)

By Ray Glier

When he arrived in Athens in 2005 as a college freshman, Will Keyes had no intention of diving into a variety of academic pools to sort out his career skills. It just happened, he says. Keyes studied economics in Terry, statistics in Franklin, a raft of business courses in the Graduate School and then entered the University of Georgia Law School.

He was enthusiastic about ... everything.

This wasn't a young man who couldn't make up his mind about a career making course corrections on the fly. His broad academic inquiries at UGA came from his inborn tendency to be curious and seek out challenges. The plan was not to have a plan.

There was something else at work, too. Keyes was determined to make a sustained impact on society, so he wanted to take in as much as he could and be prepared for a chance to give back when he found the right calling.

Here is what happened when his curiosity and craving for challenges met his sense of duty:

- Keyes became one of 194 students in the 226-year history of UGA to earn four degrees. That's less than one percent, all-time. He is likely the only Quadruple Dawg many of us will ever meet.
- As a captain in the U.S. Army Reserves, Keyes is an international law officer in the Civil Affairs and Psychological Operations Command, a geopolitical mission to help other countries in their law-and-order practices.
- His full-time job since October 2018 is as an assistant United States attorney — a federal prosecutor — for the Middle District of Georgia headquartered in Macon.
- Keyes came to the Department of Justice from the Office of Military Commissions in the Department of Defense, where as a captain in the U.S. Army's Judge Advocate General's Corps, he worked for the U.S. in the prosecution of the terrorists responsible for 9/11. Before that assignment, he was on active-duty deployment in support of Operation Inherent Resolve and served as the primary legal advisor to a battalion of 800 soldiers operating throughout Kuwait and Iraq.

Society got quite a lot for those four degrees, and Keyes is only 35 years old. This spring he was honored as Terry's Outstanding Young Alumni Award winner. That recognition is not icing on the cake. That's another layer to the cake. He isn't settling.

"It (four degrees) wasn't the plan when I started, but as you get more involved and you learn about different programs, one thing led to the next, and the next thing you know, I was starting law school with a couple degrees under my belt and working on one last one," Keyes says. "My dad jokingly asked me if I was going to be applying for medical school when I was all done with law school."

Four degrees was plenty, and he has leaned on them to do his job expertly as a federal prosecutor.

In August 2021, Keyes stood before a jury in federal court to make his closing argument in a drug trafficking trial that followed a seven-month FBI investigation. His legal cognizance from the UGA School of Law was obvious help, but what Keyes also had going for him, something learned from his economics courses at Terry, was how to synthesize complex material and make it understandable to the layman, like a juror.

"What you're doing in economics is you are explaining something

in the real world, and you're simplifying it, and it could be a massive set of data that is complex," Keyes says. "Nowadays, whether I'm in my Army JAG capacity or in my capacity as a federal prosecutor, the goal is to make things simple and explain sometimes very complex investigations, or very complex legal issues, and make it easy to understand and easy to present to someone in a jury."

Keyes connected with the jury in the methamphetamine trial, which resulted in the conviction of a ringleader of the conspiracy. Nineteen individuals connected to the conspiracy were convicted in federal court. Coincidentally, the meth crime boss's conviction by a jury was the same day Dean Ben Ayers called Keyes to say he was chosen for the prestigious young alumni award. In fact, the two spoke while Keyes was at the courthouse waiting on the jury to reach its verdict.

Similar to the jury, the commanders he served in Kuwait also appreciated Keyes' compactness. In the combat zone, he followed the military doctrine of BLUF: Bottom Line Up Front.

"Commanders do not want a long answer, they want a direct answer," Keyes says. "They would get frustrated with you if your answer was in the form of a 10-page brief. They would hand it back to you and say, 'Explain this to me quickly.'"

Keyes didn't just acquire a range of knowledge for the court and military while at Terry. He understood how to decelerate from academics, build soft skills and have some fun. He knew better than to become a vampire student, the academic looking at a bright screen in the middle of the night grinding through a course load. It was hard work earning four degrees, sure, but Keyes made time to socialize and be a part of the campus.

Keyes does not refer to his UGA experience as networking, which can be impersonal. It was much more than that. It was building trust and making friends, just like he does with FBI agents during investigations.

"Terry does a really good job of relationship-building, and I think in my job, I'm a big believer in making friends," Keyes says. "The agents I work with are my first point of contact if I'm trying to put a case together. I have one point of contact with that whole agency, and we work together as a team. We both have a role like we're a unit.

"Terry taught me that, in whatever you do, it should be very relationship-driven."

Keyes learned the power of being friendly to people at an early age from his parents, Dana and Bill. Bill, a retired neonatal intensive care physician, spent decades building a successful career and life, thus awarding Will his own opportunities for success. But more importantly, they are outgoing, easy to talk to, good listeners. If you spend any time with Keyes, you notice during a conversation, he doesn't get distracted by the noise around him, even in a bustling lunchtime restaurant.

Dan Griffin, a federal prosecutor in Chicago, JAG colleague of Keyes and a friend, says one thing Keyes absolutely is not is entitled. Griffin says he has seen too many young people stagnate because of their background. They can end up staring at the clock yearning for 5 p.m. Keyes went the other way.

"It's been my experience, anecdotally, in life, that you can see privileged kids, and they kind of take it easy and float through life, but Will is not like that," Griffin says. "His dad was a successful doctor and Will has all these blessings, but he is driven to do more.



Photo by Brian Powers

*"Terry taught me that,
in whatever you do,
it should be very
relationship-driven."*



Stationed in Kuwait, Keyes proudly repped his alma mater (left). At home, he makes ample time for family, including wife Margaret and son Robert (right), and friends, including fellow JAG officer Dan Griffin (center).

“He joined a law firm and could have gone on to make a lot of money, but he looked around and thought he could do more to help people, so he joined the military. And now he is helping the communities around Macon and in Georgia fight crime.”

Keyes’ career certainly didn’t start so star-spangled. After law school, he joined a prominent Atlanta law firm, Campbell & Brannon, where he worked for three years. Keyes was living in a Buckhead high-rise apartment, on a golden track.

And then ... he wasn’t. He wanted redirection, and the military certainly offered that.

Twenty-four hours after waking up in an apartment in Buckhead, Keyes woke up in a military barracks at Fort Benning, enthralled by the roar of cadence from marching soldiers at sunup. His wife, Margaret, called their storybook about-face “Buckhead to Boot Camp.”

Assignments as a military lawyer in the U.S. weren’t enough. Keyes maneuvered his way into deployment to Camp Arifjan, Kuwait, with side trips to Afghanistan and Iraq to counsel soldiers and commanders. He says he wanted to be useful, and that meant going where the fight is. Once again, Keyes didn’t nibble at anything. He took shark bites instead.

“I figured, if you’re a JAG, and if you’re in the Army, the way you get your hands on the most stuff and get the fullest experiences is to deploy to the Middle East,” he says. “That’s where the conflict was at the time, so I started just reaching out to everybody trying to figure out how to get over there.”

The experience in the land of sand was, Keyes says, “like drinking from a fire hose.” Diverse, mind-bending legal issues came at him fast and furious. Commanders and soldiers needed counsel, and there was no learning curve. In the Middle East, it helped that he is methodical and logic-driven, because that is no environment for conjecture.

“The commander is like the CEO, and I’m covering everything under the sun for him,” Keyes says. “I remember the first issue presented to me. It’s in a room with the commander and his first sergeant, and others and these are people who’ve been in the army for maybe 16-17 years.

“The commander’s going around the room and polling people in his command group about this issue. He turns to me last and says, ‘Alright, JAG, what should we do here?’”

In those situations, in an unsafe place in the world, Keyes could not sputter and stammer and declare, “Me? I’m new here. Why are you asking me?”

“You do what you do, and that is to apply the law to the facts on whatever it is we’re talking about,” Keyes says. “That’s what I was there for, to apply the law to the facts like you would in any situation and advise them.

“You get thrown into lots of different things over there, which was very stressful, but it stretches your comfort zone. It’s professionally challenging, and things like that just make people grow.”

Keyes’ work in the Middle East earned this performance review: *Outstanding performance by the best Judge Advocate I have worked with in 8 years in the Army. He maintains a positive outlook and strong work ethic despite a punishing workload. The clear workhorse in the Client Services and Command Judge Advocate Sections. Will excels at interacting with the staff and gaining their trust with insightful and correct advice. He took on the hardest assignments and executed them flawlessly. A consummate professional in a difficult environment. A superb performance by one of the JAG Corps’ brilliant young leaders.*

Keyes made his mark in law and the military, but he is still doing career research. One of the things he discovered through four degrees and various government roles is that he doesn’t want a rote career. He wants some zigs and zags, the opportunity to become fascinated with something new. He wonders what he might run into randomly down his career path.

“I try not to set a path because I’ve kind of come to learn that paths change quickly,” he says. “And that’s a good thing. I think flexibility and not limiting yourself makes careers and life more exciting. You have to be willing to think outside the box.”

Considering his curiosity about the world, it isn’t odd, then, that Keyes did not go into medicine like his father. It is estimated that doctors’ children are 24 times more likely to enter the profession than their peers. Medicine is the most “inherited” elite career in the world, but it didn’t meet all the needs of Will Keyes.

Keyes talks frequently about being “impactful,” but he is not talking about making his mark or making his presence known. He means being useful, the edifying citizen-soldier.

But what can be more impactful than being a doctor and saving lives?

How about being a soldier lawyer and saving lives?

Keyes’ work as a JAG includes trips to other countries to advise them on stifling human trafficking, among other issues. He had a geopolitical mission to Mauritius, an island nation in the Indian Ocean, to assist that government and its police in developing crime-fighting techniques. The mission was held virtually due to COVID-19, but he is planning on traveling to Africa for similar assignments in the future.

“We’re working through the embassy and partnering with their military and their law enforcement, and providing instruction on human trafficking, domestic violence and crimes involving children,” he says. “And so, our government kind of uses it or both governments use it for multi-purpose. You get smarter together and learn and train, but you also develop diplomatic relationships, and it’s good to have these relationships with other countries.”

In Kuwait, Keyes was part of the creation of a command sponsor program to assist U.S. soldiers in becoming U.S. citizens. “It blew my mind these guys in Iraq, in uniform, fighting for this country, were not U.S. citizens,” he says.

Griffin says he told Keyes there was a progression in the job as a military lawyer and a federal prosecutor. He was going to start with easy cases, not be handed any big knots, then build into a more substantial role. Things were going to take time, Griffin says. It wasn’t meant as a challenge, but Keyes conquered it nonetheless.

“He’s been on a faster course and exceeded tenfold where he should be,” Griffin says. “He is handling very complicated wiretap cases. A (U.S. Army) general we were working for sent him to Guantanamo, so he was already handling terrorism cases. That’s not what they usually give somebody who has been doing this two-and-a-half years.”

Keyes has had obvious influences on his quest for a well-spent life. Margaret (BSFCS ’11, MA ’12) stands apart from others. She supported his devotion to the military when a brilliant law career was spread out in front of him.

“She gets it. She understands why I do what I do, and she appreciates it — and did from the get-go,” Keyes says.

His parents had a significant influence on his identity, of course, and faculty and peers at Terry enriched his life and career. Griffin, the federal prosecutor in Chicago, became a confidante, a close friend, and was a guide into the bureaucracy and demands of excellence in the Department of Justice.

Keyes also had a spiritual guide, Brian Kunihiro, then a major in the U.S. military’s Joint Special Operations Command. Keyes met Kunihiro in Camp Arifjan, Kuwait at a Bible study. He couldn’t help but fix on Kunihiro’s Airborne wings, his Ranger tab, his Special Forces tab. This man was the exemplar of the military phrase “tip of the spear,” but he was so much more to Keyes than a warrior.

“We met for about six months and studied the Bible, and the way he talked was my language,” Keyes says, meaning it was logic-based, and searching for truths. “What is the problem, and what does scripture say?”

“He would stay up half the night for his job and then meet me before he went to work again the next day. I’ve never seen someone so willing to give his time. His philosophy of Christianity was based on discipleship and creating fishers of men. It was just so much sharing with me.”

Keyes shouldn’t have been surprised by Kunihiro’s benevolence toward him. After all, Galatians 6:6-10 reminds us, “a man reaps what he sows.” ■



Contributed photo



Storied Status

Cecil Cooke (BBA '75) turns legendary connections into life-changing opportunities

Story by Ed Morales | Photos by Brian Powers



There's no telling how many names "it" holds, and Cecil Cooke isn't one to entertain guesses. Then again, some have no idea what "it" is.

"It's funny," Cooke says with a grin, "when I talk to students about it, they want to know: 'What is a Rolodex?'"

The Rolodex — a portmanteau of rolling and index — was once an indispensable office device now lost in the digital world. A seasoned risk management professional who spent decades building relationships with clients, underwriters, colleagues and professional service providers, Cooke's round file of 3x5 cards was a lifeline to leads, opportunities, connections and friends. For a man of Cooke's bearing — honest and direct whose aim in each encounter is to create authentic relationships — his contacts were paramount.

And Cecil Cooke has a vast number of contacts.

"But he doesn't talk about it because he's humble — he doesn't make it about his Rolodex," says Chris Brown (BBA '87), founder and managing principal at Brown Miller Wealth Management. "He knows a lot of people in the industry, but I don't know how broad and how deep that goes. He simply uses his Rolodex to help benefit others."

"It's 2022 and he still calls it his Rolodex?" Michael Patrick (BBA '03), who leads menu strategy at Chick-fil-A, says with a laugh. "Anyone will take his call because they know he cares about them. And he's not making up a reason to call them — he's calling them because either he needs their help, or he wants to help."

Cooke was a former managing director and senior executive at companies such as Aon, Marsh McLennan and Palmer & Cay, but now serves as an adjunct professor in the Terry College's Risk Management and Insurance Program. His course brings experiential learning to 45 students a semester, and if they put in the work, he provides them access to the Rolodex.

"For students that do everything I ask, I'll open up my Rolodex and help them get opportunities for internships or jobs," he says. "But it's up to the students to win the day. I can't win them anything. I may get them a meeting, but they have to win it."

Since its inception in 1964, the Terry Distinguished Alumni Award has been bestowed on company CEOs, U.S. senators, Georgia governors and an NFL Hall of Fame quarterback. While Cooke hasn't reached those echelons of fame, he's achieved storied status in a celebrated career by opening opportunities to others.

"The number of young people he's helped place in internships and jobs has got to be staggering," says Patrick. "I can't imagine who else offered up his Rolodex to more students. One of the things you remember for your entire life is your first job, how you got that job, and the people who helped you do that. It's the biggest thing he's done for Terry."



Growing up in Virginia, Cooke was an active kid who played all sports and "whatever other competitive game we could invent." The youngest of two brothers and one sister, he learned from his father, Thomas Sanford Cooke Jr. — "my hero and the best man I've ever met" — about the value of hard work.

"When we wanted a bicycle, dad would go down to the local hardware store and buy the biggest Huffy bicycle he could find with big fat tires and put a basket on the front," Cooke says. "That wasn't the bicycle we wanted — we wanted the cool ones. He said, 'Now that you have a bike, you're gonna get a paper route, and you're gonna pay for half of the bike.' So we three brothers did 5 a.m. paper routes as soon as we were strong enough to ride."

His father was an engineer who went into the railroad business after graduating from Virginia Military Institute.



Thomas Sanford Cooke Jr.



Cooke's own successful career was made possible by steady support from friends and family, including his late wife, Pam (right).



“Dad was a mechanical engineer who also had excellent sales skills,” Cooke says. “His claim to fame was designing, then selling, freight cars to power companies. These coal-dumping freight cars are still in use today.”

His mother was a trained musician, and Cecil recalls nights his home hosted neighbors for gatherings of music and entertainment. “I remember having a great childhood.”

The late 1960s saw the family move to Sandy Springs, where a taller and stronger Cooke, along with his older brother Spady (BSEd ’77), turned his attention to football. A two-way starter for the North Springs Spartans, Cooke had dreams of NFL stardom. They ended when he “ripped his knees to shreds” during a pickup tackle game in the rain. Facing a daunting crossroads in his young life, Cooke turned down his father’s offer to pay for VMI and chose to pay his way at UGA.

His first inclination was to be a weatherman, but that entailed a path through geography requiring more science than he wanted. Focusing on what he did like — math, history and communication — an introductory insurance course piqued his appetite for helping people. “What fascinated me was blending the concepts of analyzing risk, understanding financial transfer and legal contracts.” He was fortunate that E.J. Leverett, the founder of Terry’s Risk Management and Insurance Program, served as one of his professors and early mentors.

It was at UGA in the fall of 1975 that he met the woman who influenced his life. Pamela Colby was an English education major (BSEd ’75) who was “smarter than me” — a beautiful person who attracted people through “her smile, energy and amazing heart.” After rejecting his initial requests “at least 15 times,” Cecil secured the first date in a lifelong match. The pair were together throughout college, marrying eight days after Cooke graduated.

Cooke started his career in sales, working for Cotton States Insurance in Atlanta dialing for dollars and studying contracts. “I didn’t know what I was doing. I just knew I was married, and I had to create a living,” he says. “I was in a job where you ‘eat what you kill,’ and Pam was a middle school English teacher. In our first year, our gross income between us was short of \$12,000, and Pam made the bulk of that. We didn’t have anything, but we were happy.”

The pair wanted to start a family, but Pam’s lifelong battle with juvenile diabetes meant they couldn’t have children. After an initial adoption attempt failed, a surprise phone call opened the door for Cecil and Pam to adopt a baby boy. They named him Taylor, and

the three started a journey that took them to Pascagoula, Miss., Savannah, Greenville, S.C., Charlotte, N.C., and back to Atlanta. In each city, Cooke made contacts and friends, developed talent and built a life of servant leadership to follow in his father’s footsteps.

“Cecil was one of the leaders when I transferred into Marsh’s Atlanta office,” says Rachel Perry (BBA ’93), Atlanta market leader and resident managing director at Aon. “He’s such a good mentor because he’s selfless. He’s personable, engaging — very much what I call ‘regular people.’ And that just makes people feel at ease.”



Cooke also gave back to the program that helped define his life. The RMI program, which he reminds everyone is No. 1 in the nation, is the source of many great hires for Cooke and the beneficiary of his generosity. He was one of the founding donors of the E.J. Leverett Fund, worked to underwrite student scholarships and served on the RMI Advisory Board. But it wasn’t until Cooke joined the Terry Alumni Board that he widened his focus.

“I only knew Terry through my program,” Cooke says. “But Rob (Hoyt) came to me and said, ‘We need more representation on the Terry board. Would you join us?’ The Terry Alumni Board consists of some of the most fantastic people that I have ever met. I served on it for 10 years and have well over 150 meaningful relationships that were formed through our service to Terry.”

He made major gifts to Terry and offered the college much of his time in the following years, including serving as board chair for both the Terry and Terry Emeritus alumni boards. He helped diversify the board and never shies away from addressing delicate topics.

“Cecil will bring up challenging issues to the Terry College and real challenges the college needs to deal with,” says Perry, whom Cooke helped bring on the board. “He has a way that is non-threatening, non-confrontational, and comes from a deep spirit of love. He is willing to bring up the difficult things to make us better.”

“He’s charming. He’s thoughtful, kind, generous and has a great sense of humor,” says Brown. “What you quickly understand and appreciate about Cecil is how committed he is to this university, how committed he is to the Terry College and, most importantly, the students. He has this unwavering commitment to these students. It’s inspiring.”

The circumstances of Cooke moving back to Athens are bittersweet. Pam’s health issues reached a critical point in 2010 when an episode brought the possibility of a long-term rehabilitation stay. Cooke wanted Pam at home and refashioned their Atlanta house to accommodate doctors, nurses and medical equipment.

Cooke stepped down from his leadership roles at Aon, negotiated a reduced compensation package, came off the road and began working from home. He went back to his roots of producing and managing large client relationships for his firm and never stopped mentoring young associates and students. His decision to stay home with Pam — “the greatest thing I ever did” — helped her recover. It also made Cooke realize he could work from anywhere. With that in mind, and getting close to retirement, he asked Pam where she wanted to retire.

Greenville and Savannah were at the top of her list; Athens was at the top of his. He asked Pam to live in Athens for a year on the condition that if she didn’t like it, they would go wherever she chose. A year later, Athens was the choice. They built Pam’s house, wide open with lots of light and extra-wide hallways to accommodate her disability.

It was then when Hoyt called again, asking Cooke if he’d consider teaching a Terry course. “I said, ‘Rob, I’ll be happy to do this if you will allow me to teach it the way I want to teach it, because I am not a professional educator.’” His experiential learning model “created an opportunity where our students can learn from industry leaders who are also looking to hire talented students.” Every semester, 30 industry professionals bring their knowledge and insight into the classroom. Students make presentations on the chapter subject and other relevant industry topics, and industry executives show the students how it works in practice.

During a March class, Michael Drayer (BBA ’95), Aon’s chief commercial officer of media and entertainment, and Jay Sampson (BBA ’87), executive managing director at Beecher Carlson, told the room about their career paths, their responsibilities, the teams within their respective organizations, the client’s expectations, and answered smart questions from the students.

Cooke stood to the side, watching, waiting until the end to ask the question every student wanted to hear: “When you’re looking to hire, what are the qualities you are looking for, and as you are

working with your teams, what are the qualities you see that differentiate who you promote and who you don’t?” Drayer and Sampson offered pertinent answers to a quiet crowd that soaked in every word.

Another 45 students with access to the Rolodex and the opportunities it affords.



It was a Friday, unseasonably warm and rainy for early January, when Pam lost her battle with diabetes. She was 66.

“One of her greatest attributes was she could back me into the corner and tell me when I was dead wrong,” Cooke says. “She had an amazing ability to read people’s hearts. And she was a people person ... how she loved to gather people. Most of our best friends came through Pam. Diabetes is like most debilitating diseases: It grinds you, destroys your body and you end up in incredible pain. But she never let that disease define her, and she never let anyone know how she felt. I have never met anyone that could match her inner strength.”

He sees through his son Taylor, who has kids of his own, the spirit Pam brought to the world.

“He’s got a great heart, and his mother had a lot to do with molding who he is,” Cooke says. “He’s incredibly talented and one of the most patient and calm individuals I’ve ever met. His love of family and being there for family, he definitely has that. My dad passed away when Taylor was young, so he didn’t get to know him well. Dad taught us to treat everyone with dignity and respect, to own our mistakes, to be honest and forthright and that family was most important. Pam instilled those qualities in Taylor, and he lives the model of family first, family always.”

These lessons, which Cooke continues to share, are not lost on those who know him. In a life of constant movement, Cecil Cooke always remained grounded.

“One of the most impressive things about Cecil is how he has his priorities in order,” says Patrick. “His marriage to Pam was so important. Taking a step back in his career to be with her is huge — that’s what you should do. My wife and I want that to be our relationship when we’re older. Those are personal things I truly value, and he embodies that.” ■



GIVE A STUDENT the Terry Edge



With access to state-of-the-art facilities, field-leading faculty, unmatched career services and a powerful alumni network, Terry students are primed for lasting success.

However, **one-third** of our students have a documented financial need. This prevents them from taking advantage of all Terry has to offer, including study abroad, professional development opportunities, internships and more.

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community



Photo by AJ Reynolds

Keeping it simple | Page 38

Biren Patel (MBA '12), founder of Biren Patel Engineering, strengthens the grid while streamlining his business.



100 years of Terry women

Anne Ruth Moore Crawford became the first female graduate from UGA's business school a century ago. Thousands of successful women have followed in her footsteps

By Charles McNair

In 1922, when Anne Ruth Moore walked out of the University of Georgia with her bachelor of science degree, the world must have felt in full bloom.

World War I was over. The Spanish Flu pandemic had passed. The '20s had begun to roar.

What wasn't possible?

"Annie Ruth," as friends pronounced her name, was humble by nature, but she had earned the right to feel proud. After transferring to UGA for her junior and senior years from Agnes Scott College in

Decatur, Anne Ruth held the distinction of being the first woman to graduate from UGA's business school, then known as the School of Commerce.

She savored the academic encouragement she'd received from Dr. Robert Brooks, dean of the School of Commerce. She would remember Brooks all her life, often telling her children the difference he made in her life.

The 21-year-old also thrilled to memories of her Phi Mu sisters, charter members of UGA's first sorority. She held dear UGA social

After earning her UGA business degree, Anne Ruth Moore Crawford lived a long, rich life. Photos courtesy of Anne Schildwacher

events with the Thalian Dramatic Club, Zodiac Club, Pioneer Club and YWCA Cabinet. She had aced business classes — proof lay in her 1922 UGA yearbook entry:

It is a distinct surprise to the stranger to hear Anne Ruth talk about stocks and bonds, insurance, and Wall Street transactions, until he realizes her unlimited knowledge of such subjects...

Anne Ruth's daughter, Anne Elizabeth Schildwacher, 82, admired her mother's pluck.

"Mama's can-do spirit, courage and problem-solving skill in the face of challenges was evident from her early years," Anne Elizabeth says.

"When her brother hid the pony's saddle, she simply rode down the street bareback. At UGA, she visited a friend across town at the State Normal School one weekend. She enjoyed a fun Saturday night party but was distressed by a Sunday afternoon quiet rest-period rule. She solved her problem by climbing out a window and riding back to UGA on a streetcar."

Always vivacious, Anne Ruth was able to best any obstacles in her educational and life journey. With degree in hand, she was positioned to be exemplary at whatever she chose.

And because of the trail she blazed, those who followed her through the doors of Terry College could also freely aspire to be anything they chose to be.

Because of the trail she blazed, those who followed her through the doors of Terry College could also freely aspire to be anything they chose to be.

Lisa Garrett Laube (BBA '85) became president of Floor & Décor in 2020.

Laube blazed trails too, rising in retail from a post-grad start at Rich's department stores to Macy's, Linens 'n Things, Bath and Body Works, Party City and now to a company with a market cap of \$8.5 billion.

"I didn't arrive at Terry knowing what I wanted to do," Laube admits. "Careers are not always a straight line. There are twists and turns. You learn how to navigate to your advantage."

"Your character is already defined when you get to college. But the traits you develop at a place like Terry — confidence, self-discipline, creativity, flexibility — are the things you learn when you start governing yourself and meeting people and doing things you've never done before."

"That's what my four years at Terry did for me. They taught me the skills to be successful in my career and in my life."

It wasn't named the Terry College of Business when Laube attended, but it would be soon after. In 1990, C. Herman Terry and his wife Mary Virginia gave the UGA business school \$6 million — at the time the largest individual gift in university history — to support faculty, scholarships, research and facilities. Following Mr. Terry's death in 1998, Mary Virginia remained dedicated to the college. She received the Dean's Distinguished Service Award in 2008 and established the Mary Virginia Terry Student Support Fund in 2013.



YOUNG ALUMNA

As an ILA Leadership Fellow, **Nina McCallie** (BBA '17) helped organize and host lectures as part of the Terry Leadership Speaker Series. When the accomplished guests opened up about their lives and careers, McCallie was all ears. “I was a sponge,” she says.

“Terry taught me to think more critically about what it meant to show up as a leader and truly make an impact. I was constantly challenged to refine my leadership skills, to think bigger and to stretch beyond my comfort zone.”

McCallie, a client solutions manager for Meta, Facebook’s parent company, now makes a point to share with female business students two key lessons she learned at Terry and in the corporate world.

“The first is to be confident in who you are, what you value and why you’re here, because challenges will come and circumstances will change, but clear alignment on who you are and what’s most important to you will equip you to better face those challenges,” she says.

The other piece of advice? “Advocate for yourself, because no one will care about your career progression or your personal growth more than you. ... Proactively seek out new opportunities to push yourself and ask for what you want, because if you don’t, no one else will.”



Rachel Perry with the Class of 2022 Sea Island Scholars. Photo by Brian Powers

A major supporter of education, children’s charities and the arts, Mary Virginia was awarded an Honorary Doctorate of Humane Letters by UGA in 2009, the highest recognition the university bestows.

Like Laube, Rachel Perry (BBA ’93) found a calling at Terry. Perry works today as the Atlanta Market Leader for Aon, a global professional services firm managing commercial risk, health and wealth solutions.

And like Anne Ruth, Perry met the right Terry leader at the right time.

“Dr. Sandra Gustavson ran the risk management and insurance department,” Perry remembers. “I was young, the first in my family to go and graduate from college, vaguely planning to be a businessperson. Dr. Gustavson was really instrumental in helping me believe I could have a career.”

“Some people just decide to be your advocate. Dr. Gustavson introduced me to the Minority Honors Insurance program. I had no idea what it was, but she helped me apply and get an internship in New York City that started my whole career.”

Between demanding hours at Aon, Perry serves on the Terry Alumni Board, generously giving back to the college — especially its women and diverse students — in the same spirit as Dr. Gustavson.

She’s active with Sea Island Scholars, a retreat spun out of the Terry Women’s Initiative. The program lets promising female students share time with accomplished mentors during a bonding weekend on Georgia’s coast.

“It’s just one way Terry is supporting women, making strides,” Perry says.

Perry feels Terry support goes deeper than class assignments.

“Terry taught me how to problem-solve complex issues,” she says. “I was a very good high school student in Macon, Georgia, because I could memorize well. Then a couple of Terry classes almost broke me — I couldn’t pass by memorizing material and passing a test. I had to develop a true application mindset. I had to learn how to think about a problem, all its aspects, and learn how to apply a solution.”

“At Aon, I’m faced constantly with complex issues. I have to be able to critically think. That skill comes straight out of my Terry experience.”

Anne Ruth Moore took her Terry training out into the world — solo. She lived in Hattiesburg, Miss., and Cartersville, teaching Spanish and Latin in schools. Four years after graduation, she found herself back in Athens, working for the university as associate editor of the *UGA Alumni Record*.

One afternoon, she took a stroll near campus. She met a young man walking a collie dog. Her heart quickened — she had always loved her collie pets back home in Decatur.

Thomas Crawford, the young Pi Kappa Phi with the dog, may also have had something to do with the palpitations.

“Mama petted the puppy and later married its owner in 1926,” says Anne Elizabeth.

Their first child, Thomas Jr., was born in Atlanta in 1933. A second, William, arrived in Covington in 1937. Anne Elizabeth followed in 1939, the family newly settled in Watkinsville, a dozen miles from Athens.

Those were lean years. Not even a Terry education saved Anne Ruth and her family from the crash of ’29.

“Mama faced many challenges in those years,” says Anne Elizabeth, who lives on the Watkinsville family place. “She never put all her money in just one bank again.”

The Crawfords ran a small grocery store beside their dirt road, selling canned foods, soft drinks, snuff and other goods. The shelves held corn meal from the water-powered grist mill Thomas owned and operated. (It attracted him to the Watkinsville property in the first place.) Community farmers brought their corn in mule-drawn wagons to be milled. Terry training paid off; Anne Ruth became a store-keeper, in addition to her domestic duties.

She also served as Sunday School superintendent at Johnson Methodist Church, supporting operations for a congregation that only had a preacher twice a month.

Terry training helped with the Lord’s work too.

“Every Sunday after dinner,” Anne Elizabeth remembers, “Mama sat at the kitchen table and made out financial reports for the church.”

Watkinsville life was basic. No running water. No electricity, at first. When it came, Anne Ruth, with a 6-year-old, a 2-year-old and infant Anne Elizabeth, could plug in a refrigerator.

“Mama was 38 years old when I was born,” recalls Anne Elizabeth. “I grew up seeing her, a city-bred woman accustomed to household conveniences and public transportation, take on the hard physical labor and isolation of a rural life.

“She cooked on a wood-burning stove. She washed clothes using a washboard in a tin tub. She learned to can vegetables



Margaret Vaughn speaks at a 2011 event commemorating the 50th anniversary of UGA’s desegregation.

Daddy grew. Like our neighbors, we used an outhouse. Ours looked no better than theirs, but Mama referred to ours as ‘the garden house.’”

At Thanksgiving, the family carved a rabbit.

Things got harder still. In 1944, 11-year-old Thomas Jr. was riding a bicycle in Watkinsville. A car struck him. Witnesses to the accident drove Anne Ruth to the hospital, where she held her son’s hand as he died.

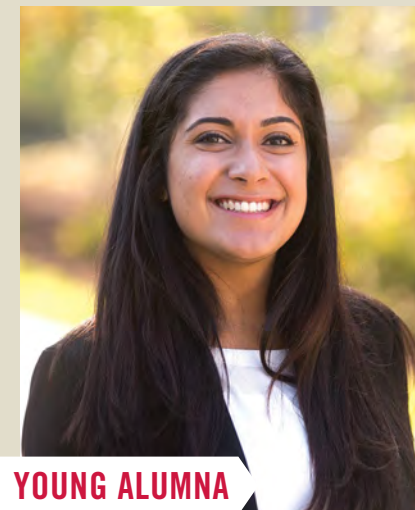
“I was four years old,” remembers Anne Elizabeth. “I asked Mama, ‘Why did God let Tommy die?’

“She solidified my faith with her response. She said, ‘God needed him in Heaven more than we do here.’”

In 1970, Margaret Vaughn (BBA ’70) became the first Black woman to earn a Terry College degree.

The power of a Terry degree showed immediately. Vaughn interviewed with Big 8 firms and received offers from Exxon, Bausch & Lomb, General Electric and other corporations, along with several major U.S. banks and many governmental agencies, including NASA, the Department of Labor and the Department of Housing and Urban Development.

She chose the Department of the Treasury since its job opportunities allowed her to remain in Georgia. As an appeals officer, Vaughn says she “negotiated settlement conferences in cases between the Internal Revenue Service and taxpayers with the most complex tax issues and largest deficiencies.”



YOUNG ALUMNA

For **Sonika Lakhwani** (BBA ’17), the most unforgettable experience during her time at Terry took place halfway around the world.

Selected to participate in a global internship program with KPMG the summer before her senior year, Lakhwani packed her bags for Kuala Lumpur, Malaysia, and set out to soak up an international business adventure.

“Moving to a new country with a cohort of three other people and starting a new job was the most exciting and challenging experience of my career,” says Lakhwani, now a senior associate with the firm. “I was challenged to grow professionally and personally by learning new business norms, exploring a different and beautiful culture and establishing cross-border relationships.”

Back home, she used her status as a Terry Ambassador to encourage students to broaden their thinking about what possibilities their education could unlock. “I was able to share my experience with my peers and highlight how Terry had prepared me to excel not only in my internship but further into my career.”

As enthusiastically as Lakhwani shares advice, she welcomes it. “Rely on your mentors,” she says. “They are advisers you can go to for advice, lean on through challenges and celebrate big accomplishments with. Their experiences will help you grow exponentially.”



When she entered Terry in 1966, there were only 100 African American CPAs in the United States. She became one of the earliest licensed Black and female CPAs.

“I was the only African American and one of only two females in my first tax training class. I was one of only two or three African Americans ... and the only African American female... employed as an IRS field agent in Georgia. I remember being one of only two African Americans in the swearing-in ceremony when I became a certified public accountant.

“So not only did my UGA experience provide me the technical knowledge to become an expert in my field,” she says, “it also fully prepared me for the real-world environment in which I would have to work.”

The world loves a story like Mai-Lise Nguyen’s (BBA ’05).

“I am a proud child of Vietnamese refugee parents,” she says. “They instilled deep values of education and hard work that carry through in my life today.”

Terry opened Nguyen’s path to healthcare internships at renowned Manhattan public relations and marketing firms (Burson-Marsteller, Weber Shandwick). For 15 years, she’s blended cross-cultural empathy with her Terry business skills (and a UGA cellular biology minor) in work on health literacy and empowerment.

Nguyen is today based in Switzerland at the headquarters of pharmaceutical company Roche. As principal director in global patient partnership, she leads R&D collaborations for patient communities stricken with rare diseases.

She credits Terry’s Institute for Leadership Advancement (ILA) with “broadening my perspectives and offering meaningful mentoring relationships.” ILA is a privately funded, highly competitive one- or two-year certificate program for promising Terry leaders.

“I think of ILA fondly when I think of Terry,” Nguyen says. “I felt seen there. And I was introduced to the concept of servant leadership, which is still how I approach my job and leadership style.”

Laura Little, Synovus Director of ILA, designs the program’s curriculum for leading diverse teams.



Terry grad Hannah Thompson stands in front of her great-grandmother’s portrait in Amos Hall.

“Our students are spectacular,” Little says. “They’re so much more involved in gaining by experience and learning by doing than students in my undergraduate days. Women are particularly serious, very focused on exactly the kinds of careers they want.”

Nguyen has a positive message for women considering Terry.

“You’ll get a really good, high-quality education in a place that’s open and down to earth. There’s enough flexibility to go from science to business, and you’ll find many different communities ... but Terry still has a way of feeling personal even as you’re enjoying the resources of a large university.”

In 1954, Anne Ruth returned to UGA. Terry skills bolstered her work as the university’s film librarian as she purchased and distributed films professors needed for classes. She became a beloved gatekeeper of UGA’s audiovisual world.

When she was 68, she lost Thomas to heart issues caused by rheumatic fever contracted during World War I. Again, the indomitable rose in her.

Anne Ruth had never learned to drive. After one early-marriage driving lesson, Thomas declared her “the least mechanically inclined person he had ever met,” says Anne Elizabeth.

Now, faced with getting behind a wheel or moving to town, Anne Ruth gathered her grit and called a driving school.

She passed the driving test and bought a four-door sedan. Anne Elizabeth says

a church member later described “Mrs. Crawford spraying gravel when leaving the church parking lot.”

Danette Beck (BBA ’94) just rose a rung higher at USI Insurance Services, a national construction practice leader based in Valhalla, N.Y.

In her new role, she leads all the industry verticals for a \$2 billion company with 8,000 associates in 200 offices. Her USI teams help clients meet property and casualty, employee benefits, personal risk and retirement needs.

Beck has emphatically made her mark. She credits Terry.

“I found so many leadership opportunities to create who I would be as a young professional and who I was as an individual,” Beck says. “One of my professors, Dr. Robert Hoyt (Dudley L. Moore Jr. Chair and professor of risk management and insurance), had such an impact.

“I get emotional when I look back and realize just how much he was helping me,” Beck says. “I would not have the job I have today if Terry had not set me up for success.”

Beck points to unique Terry learning programs exposing her to industry professionals who challenged her “to put the separate pieces of my knowledge together to see how a future in insurance services might look.”

She adds, “That foundation set me up for success. I compare it to learning to water ski. First, you have to get up on the skis. Terry got me up ... and then propelled me into this career I’ve enjoyed for the past 30 years.”

She’s proud of the diverse faces filling the ranks at Terry now, including many women.

A shameless Bulldog (“Once a Dawg, always a Dawg,” she says), Beck adds:

“Terry shaped me personally and professionally. I’m on a mission to give back, to pay it forward. I’ll do this as long as I breathe on this earth.”

Anne Ruth breathed her last in 1999. She was 98.

She had retired to Watkinsville, faithfully teaching Sunday School classes into her late 80s. At 93, she lost a memory here and there, and Anne Elizabeth and her husband brought her with them to Armonk, N.Y. At 96, she relocated to a nursing home in South Georgia where a granddaughter lived.

Anne Ruth’s family felt her inspiration. Both children, two grandchildren and three great-grandchildren earned degrees at UGA. Her New York and North Carolina grandchildren were directly influenced by summer visits to Watkinsville.

One grandchild who made friends with creatures in the woods and creeks earned a UGA degree in wildlife biology. Another became a veterinarian. A granddaughter deciding between her English major up north or an animal science degree at UGA chose Athens. Another granddaughter joined the Peace Corps, then practiced social work. Still another granddaughter taught deaf and hard-of-hearing students. (Hearing loss runs in Anne Ruth’s family.)

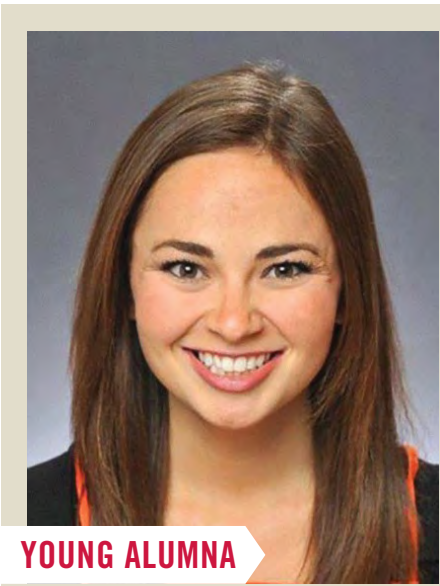
A portrait of Anne Ruth Moore Crawford hangs in a corridor at Terry. Following in her great-grandmother’s historic footsteps, Terry summa cum laude graduate Hannah Thompson (BBA ’19) proudly passed beneath its watchful gaze.

A world in bloom in 1922 never stopped blossoming for Anne Ruth, through all the seasons of a lifetime.

Today, 23 years after her passing and 100 years after she stepped out of UGA on her own terms, as her own woman, what would Anne Ruth Moore Crawford think of being celebrated as a female Terry trailblazer? Of being profiled in *Terry* magazine?

“I think,” Anne Elizabeth says with a smile, “she would be embarrassed by all this attention.

“Her gentle spirit and quiet strength were clothed in humility.” ■



YOUNG ALUMNA

At Terry, **Melissa McDonald** (BBA ’16) discovered it wasn’t just about deciding what type of work she would pursue after graduation — it was how she chose to approach it.

“There are a number of folks who can be really good at the same role as you,” says McDonald, a product manager for Starbucks. “But are you a good teammate? Do people want to spend time with you? Is your attitude consistent? The intangibles that make you a good addition to your team are the qualities Terry nurtures in and out of the classroom.”

In developing those qualities, McDonald came to understand her life and career as intertwined journeys. She fondly recalls a classroom visit from ILA founder and former Coca-Cola executive Earl T. Leonard.

“He explained that although it is healthy to seek purpose, your purpose can evolve with you. We are always changing, and we can strive to live intentionally while giving ourselves the grace to learn, reflect and grow.”

That can take many forms, says McDonald, but the important thing is forward motion. “Just take the next step. Don’t worry about three steps down the road. You run the risk of talking yourself out of doing anything at all. Just take the next step and do your best from there.”



Photo by AJ Reynolds

AHEAD OF THE CURVE

Biren Patel (MBA '12) innovates through simplicity

By Ray Glier

The boss of Biren Patel Engineering can hold board meetings in the mirror.

Biren Patel is chief engineer, director of marketing, culture minister, finance watchdog, real estate manager and first vice president of R&D. He skips right over the inefficiencies that often put a drag on decision-making, like asking permission and too much pondering.

What has Patel learned from going one-on-one with Patel?

Mostly, that business is not a single-file monolith — you can take it where it needs to go. He also discovered he is a capable double-thinker, able to merge technical intellect with marketing savvy.

Biren Patel Engineering (BPE) designs and redesigns substations — key to handling evolving sources of power on the grid, from nuclear, to natural gas, to wind, to solar, to coal. His company strengthens the grid to handle the additional power consumption demanded in the last five years, but he is also a clever biz-builder.

Patel started building BPE before he even finished the Terry Professional MBA. “My first day of the Terry program left me feeling empowered, like I could do anything,” he says. “The next day, I turned in my two-week notice at the company I was working for so I could start my own company.

“The plan had been to at least finish the Terry MBA, then start my own firm. I felt like I was ready that first week.”

Unlike some entrepreneurs, Patel didn’t have to unlearn bad mechanics of running his own business. He got the ins and outs and do’s and don’ts on the fly, and he says Terry faculty were with him every step of his startup. “They all stayed with me after class to work through things,” Patel says. “I was learning something and immediately using it.”

The first thing he learned was to construct an ethos — a mission statement. Founded in 2011, BPE does not explain itself by answering “What we do” or “How we do it,” but rather, “Why we do it.”

Check out the company’s website. The tagline? *Making life simple.*

“The reason our business exists is because we wanted to find a simpler way for us and for our clients,” Patel says. “Everything we do is circled around making life simple, and that’s why we do what we do.”

His MBA taught Patel to use analogies, the art of turning someone from passive to active listener. BPE, he says, is what the California roll was to the evolution of sushi in American culture. People liked the idea of food neatly rolled into rice, he says, but when that food was raw fish they hesitated, so they started with a cooked roll.

Sashimi took some getting used to. Kind of like working from home.

Nearly a decade before the COVID pandemic made working in pajamas a thing, Patel embraced remote work, and it helped his company flourish.

“What we do hasn’t changed,” he says. “How we did it changed.”

Working on the grid is not an alluring option for electrical engineers just out of school, Patel says. They want to work for Tesla or a snazzy startup, or climb the ladder to VP at a big corporation.

“The plan had been to at least finish the Terry MBA, then start my own firm. I felt like I was ready that first week.”

But some engineers value lifestyle as much as work. And some are abruptly told the next step in the company is a job in another city.

Patel told them, “Hey, I don’t care where you work.” That was 2012. Now BPE has 30 engineers in-house — but in their own houses.

Call Patel a cosmopolitan engineer. He has employees who live in Alabama and in Turkey. Because he embraced working from home before it was a phenomenon, BPE was ready to jump to the next iteration, which was working from home in another country. BPE has 60 leased employees in Colombia, another curve-bending initiative.

It’s also another example of the sushi effect. “Rather than go to another country to do engineering work, BPE hopes to ease folks into outsourcing by providing American lead engineers and American client contacts,” says Patel.

Off-shoring saved Patel’s firm. In 2018, supply chain mavens at big power companies that were using smaller vendors, like BPE, pivoted to a policy of engineer-of-choice. Instead of dealing with 40 firms, they wanted five, and those five had to have substantial manpower.

Even though BPE was doing quality work, it could have been a disaster. Patel found a way to make his company bigger by entering into a carefully calculated partnership with a firm in South America.

“There’s not enough engineers in this country that are willing to do what we do. The math does not add up,” he says. “So we’re in Colombia, where there are fantastic engineering schools and they are working from home where it is the same time zone, and the same holidays, like Christmas and Easter.”

The common acronym for his industry is EE, for electrical engineer, but in the first few years of his business, Patel stretched himself to EEE, electrical engineer entrepreneur. He invented ways to market his firm with clever advertising hacks. “We had a Terry class

where we had to come up with ways to market that were memorable but didn’t cost a whole lot,” he explains.

Instead of buying an \$800 placement to squeeze his logo on a sign with everyone else at a trade show in downtown Atlanta, Patel arrived for the conference at 5:30 a.m. and grabbed the parking space closest to the front doors of the hotel conference center. His car door was emblazoned with the BPE logo, and every event-goer had to walk by.

On a job, workers wear hard hats, which are usually white. Patel and his people wear black hard hats.

As culture minister, Patel wants to make sure BPE is not too busy trying to build its business that it does not pay enough attention to the customers it has.

“I tell all of my employees to be highly responsive,” he says. “We try to be perfect, but that’s not realistic. However, it is realistic to have the attitude of, drop what you’re doing and attend to the customer’s needs as fast as you can and stay with them until the problem is solved. This is a low-cost way to build good will with the customer and something so simple to do.”

These are the lessons the boss gives the boss in the mirror every morning. Making life simple. ■



Label limitations

Does more information lead to healthier grocery choices?
Not always, says economics professor Eli Liebman

By Merritt Melancon (ABJ '02, MA '19)

Illustration by Shaw Nielsen

Taste. Price. Convenience. Grocery shopping can be a balancing act, but in the last two decades, many companies and governments instituted front-of-box or front-of-shelf nutrition labels to help shoppers make better decisions.

But do they work?

Meh.

According to a large-scale study published by Terry health economist Eli Liebman and his co-authors, education on simplified nutrition labeling can make a difference for consumers who aren't already reading labels. However, those committed to buying for taste or convenience are still going to stock up on pizza rolls and chips, no matter what the label says.

Liebman, an assistant professor in the Department of Economics, along with NYU marketing professor Bryan Bollinger and Canadian public health researchers David Hammond, Erin Hobin and Jocelyn Sacco, published their paper "Educational Campaigns for Product Labels: Evidence from On-Shelf Nutritional Labeling" in the February issue of the *Journal of Marketing Research*.

"The labels aren't a panacea," Liebman says. "It's hard to change consumer behavior. They may make an impact, but for the most part, we go and buy the things we are used to buying."

"It helps, but there's more that needs to be done if we want to help people make healthier choices."

Liebman and Bollinger teamed up with the Canadian researchers to test the efficacy of health labeling and education programs. They found a natural experiment when a large Canadian supermarket chain launched a nationwide campaign to promote Guiding Stars.

Guiding Stars, used in the U.S. and Canada, is a third-party auditing group that uses an algorithm to analyze the nutrition of thousands of products and rates them 0 to 3 stars, with 3 stars marking the healthiest choices. The stars are displayed on supermarket shelves with the product's price.

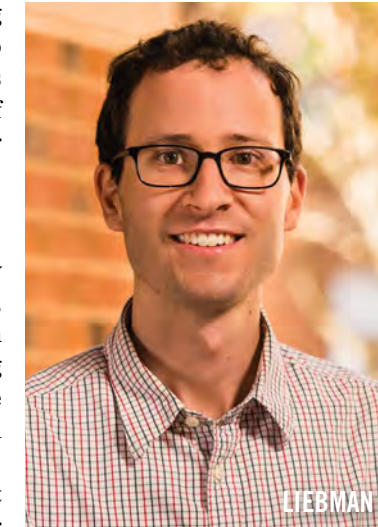
The star labels had been tested in limited markets in 2012 and were introduced into supermarkets across Canada in late 2014 and early 2015. This large rollout was aided by an educational campaign that included TV ads and store signage.

Liebman's study analyzed buying patterns before and after the campaign by using data from shoppers' loyalty cards. The researchers were able to track changes in overall patterns as well as changes within households.

The size and anonymity of the data set allowed researchers to find small shifts in shopping habits and avoid the bias that can sometimes creep into self-reported nutrition studies.

"People may say they're interested in using the labels to make healthier purchases," Liebman says. "But they may not be that interested in using them when a researcher isn't watching."

Using the customers' anonymized loyalty card data also allowed for a huge sample size, which is what drew Liebman to the project in the first place. He typically uses large-data econometric techniques to find insight into health-related questions.



LIEBMAN

"They're giving us terabytes of data from every purchase from dozens of stores for multiple years. So it's a lot to work with," he says. "We were able to find subtle impacts that would be harder to find in a smaller-scale 200-person panel. It takes a lot more data to parse some of that out."

They compared customers' shopping habits in the same stores from one year to the next. The data revealed the labeling scheme had little long-term effect on households already buying healthy foods and little effect on die-hard junk food fans.

However, it did help some shoppers make better choices while the campaign was active and improved some habits afterward. For instance, comparing household shopping trends allowed

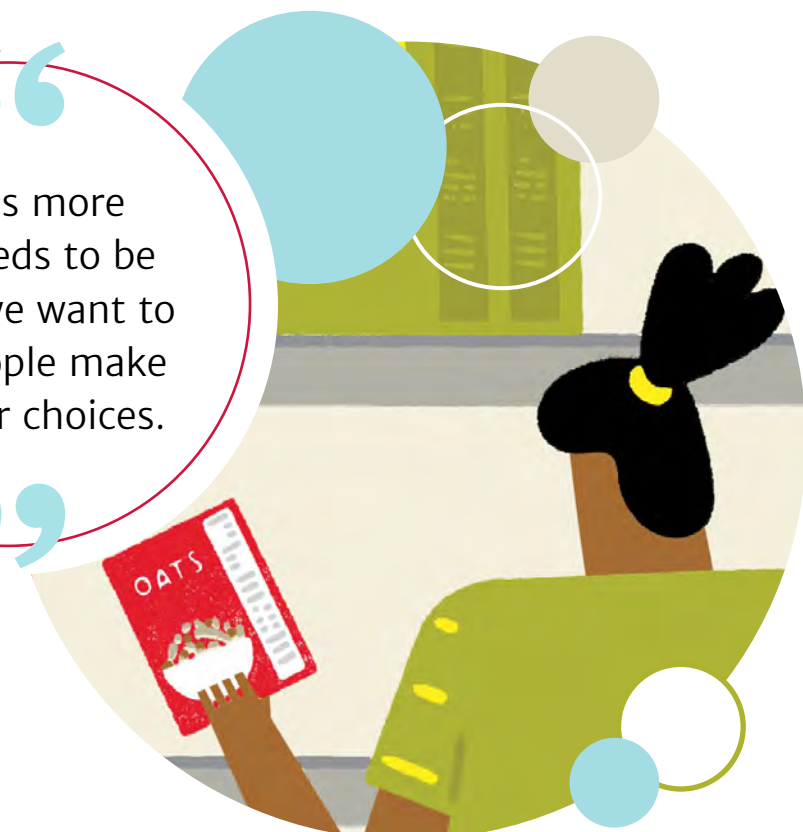
Liebman's team to pinpoint a group of shoppers who bought more produce during and after the educational campaign.

People who paid attention to the Guiding Star labels, it seems, weren't swapping unhealthy junk foods for healthier junk food, they were buying less junk food and more healthy food. So, there was a positive effect, but not in the way policymakers might expect, he says.

"People who want to eat healthily and it's really important to them — those people don't need a label or simplified information to know that a food is healthy," Liebman says. "Then there are people who probably don't care, and those people are going to buy less healthy food. If they want to buy ice cream, they're going to go ahead and buy ice cream whether it's got a healthy food label or not."

"Our study suggests there's a limited set of people who are using this information and for whom this information is changing the way they think about food."

There's more that needs to be done if we want to help people make healthier choices.





BOUDREAU



BHARADWAJ



COHEN



CONKLIN



SINGH



HAMMERSLEY



HUBER



KARAHANNA



MATTA



SAFADI



SKIRA



WARDLAW

The Association for Information Systems named **Maric Boudreau**, department head and associate professor of management information systems, an AIS Distinguished Member and honored her with the 2021 Sandra Slaughter Service Award and the AIS VISION Award. Each accolade recognizes a different facet of Boudreau's years of service to the academic information systems community.

Sundar Bharadwaj, the Coca-Cola Company Chair of Marketing, received a \$189,182 grant to study the virality of self-help groups in Malawi from CARE, an international nonprofit that works to end global poverty.

Susan Cohen, an assistant professor of management, was named a finalist for the international Research Excellence Award in Innovation, Entrepreneurship and Leadership presented by the Technical University of Munich and the Peter Pribilla Foundation. The award will be presented in June.

Associate professor of real estate **James Conklin** and assistant professor of real estate **Ruchi Singh** were tapped as postdoctoral fellows at the prestigious Homer Hoyt Institute, an independent, nonprofit research and educational foundation established in 1967 to study land use and real estate development questions.

Jacqueline Hammersley, the Harold M. Heckman Chair of Public Accounting, received the 2022 Notable Contributions to the Auditing Literature Award from the American Accounting Association. The award recognizes scholars who have contributed significantly to auditing or assurance education, practice or research.

The UGA Office of the Senior Vice President for Academic Affairs and Provost honored **Mark Huber**, a senior lecturer in management information systems, with its inaugural University of Georgia Award for Excellence in Teaching, which recognizes exemplary instruction by teaching faculty.

C. Herman and Mary Virginia Terry Distinguished Chair of Business Administration and UGA Distinguished Research Professor **Elena Karahanna** was named a Distinguished Fellow by the INFORMS Information Systems Society. The ISS Distinguished Fellow Award recognizes individuals who have made outstanding intellectual contributions to the information systems discipline. Karahanna was selected for her scholarly contributions, her work mentoring graduate students and junior faculty and her intellectual leadership in the field.

The journal *Organizational Behavior and Human Decision Processes* recognized Terry Dean's Advisory Council Distinguished Professor and associate professor of management **Fadel Matta** with its inaugural Best Reviewer Award for 2021.

Associate professor of management information systems **Hani Safadi** received the Best Theory Paper Award for his presentation of his working paper, "The Effect of Bots on Human Interaction in Online Communities," at the International Conference on Information Systems in fall 2021.

The National Bureau of Economic Research's Center for Aging and Health presented **Meghan Skira**, an associate professor of economics, with a pilot award of \$50,000 to fund a study of the impact of Alzheimer's disease on a family's economic well-being. Skira shares the award with her co-authors: Terry doctoral student Yeongmi Jeong, Nicholas Papageorge of Johns Hopkins University and NBER, and Kevin Thom of the University of Wisconsin-Milwaukee.

The Financial Research Association honored **Malcolm Wardlaw**, an assistant professor of finance, with the BlackRock Best Paper Award for his working paper "Regression with Skewed, Non-negative Outcome Variables in Finance" at the association's 2021 conference. The award recognizes the best paper presented at the conference.

Regents Professor and J. Fuqua Distinguished Chair for Internet Strategy **Rick Watson** published two books in 2021. He served as a co-author of *Capital, Systems, and Objects: The Foundation and Future of Organizations from a South Asian Perspective* and *Maritime Informatics: Additional Perspectives and Applications*. ■

class notes



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1965-69

Otis Johnson (BBA '67) of Savannah received the Legacy Leadership award at the inaugural Southeast Georgia Leadership Forum. He is a scholar in residence and professor emeritus at Savannah State University.

Tom Bradbury (BBA '68) of Atlanta was appointed by Gov. Brian Kemp to serve on the University System of Georgia's Board of Regents. As chairman and founder of Smith Douglas Homes, he has pursued innovation and efficiency in homebuilding throughout his career, including creating an integrated operating system called SMART Builder Solutions.

1970-74

Cliff McCurry (BBA '71) of Savannah received the Legacy Leadership award at the inaugural Southeast Georgia Leadership Forum. He is director of community development for Sterling Seacrest Pritchard and has more than 50 years of commercial insurance brokerage and risk management experience.

Joe Stoner (MBA '72) of Atlanta was named the 2021-2022 Henry A. Hill Award winner by the American Chemical Society's Division of Professional Relations. He will be honored at the ACS fall national meeting in Chicago. He retired as executive director of Habitat for Humanity DeKalb in 2010 and is on ACS's Divisional Activities Committee.

1975-79

Dennis McEntire (BBA '77) of Newnan was elected to represent Congressional District 3 on the State Transportation Board. He has spent more than three decades as general manager of Newnan Utilities, a municipal water and light utility.



Jerry Konter (BBA '75) of Savannah was elected chairman of the National Association of Home Builders. He founded Konter Quality Homes in 1977, one of Savannah's largest home-building firms. He has been active in NAHB throughout his career. A senior life delegate, he has served as a leader of the association for more than 20 years. Previously, he was elected as president of the Home Builders Association of Georgia and the Savannah Home Builders Association. He was thrice named Savannah Builder of the Year and was inducted into the local and state Home Builder Hall of Fame.

Dennis Vick (BBA '77, MAcc '78) of Greenville, S.C., retired from Dixon Hughes Goodman, where he had served as a managing partner since 2007. Previously, he spent 28 years at EY.

Tom Bickes (BBA '78) of Brookhaven retired from the board of directors of EmployBridge, where he served as co-founder and CEO until his retirement in 2020.

Matt Smith (BBA '78) of Roswell retired after 42 years at Federal Health, where he served as senior location manager since 2003. He previously held a sales management position at the company. He began his career at Federal Signal Corp.

Peter Stoddard (BBA '79) of Cumming published two new books, *Lewis Grizzard: The Dawg Who Loved to Prowl* and *Why Puritans Matter: Now More Than Ever*. He is an author and public speaker.

1980-84

Charles Mintz (MBA '80) of Wilmington, N.C., joined Raymond James & Associates as a financial advisor. He was previously a senior managing director for Truist Investment Services.

Brenda Richardson (BBA '80) of Fayetteville retired after a 36-year career at Marsh McLennan, where she served as a casualty broker representative.

Gary Henderson (BBA '81) of Kennesaw joined the Chattahoochee Technical College Board of Directors. He is director of safety and human resources at Atlanta Bonded Warehouse.

Treg Brown (BBA '82, MAcc '83) of Alpharetta retired as EVP of Genuine Parts Company after 28 years at the firm. He previously served as SVP of Planning & Acquisitions. He began his career at Ernst & Young, where he was a corporate tax senior manager.

Martina Sandrock (MBA '82) of Athens was appointed to the board of trustees of the Joachim Herz Foundation in Hamburg, Germany. She worked in leading positions in the consumer goods industry, including 16 years at Unilever.

Al Brown (BBA '72) of St. Simons Island is the owner of Al Brown Co., a real estate brokerage firm. He recently closed the largest residential sale in the history of the state of Georgia. The sales price was \$27.5 million for a residence on Sea Island as reported in MLS.

Walt Glazer (BBA '83) of Vero Beach, Fla., was named president and CEO of Escalade Inc., an Indiana-based sporting goods manufacturer, distributor and retailer. He has been at the company since 2015 and filled the position in an interim role since February 2021. Earlier in his career, he founded Nandina Properties and was CEO of Speedball Art.

Cindy Haddon (BBA '83) of Watkinsville retired after a 36-year career with Walton EMC. A marketing specialist, she worked various clerical jobs at the company before spending two decades in marketing and member services. She was named a Rotary Assistant Governor of the Year and served as board chair for the Oconee County Chamber of Commerce.

David Holt (BBA '83) of Bishop recently published his fifth book, titled *God Does What?.* He is senior pastor and founder of Living Hope Church in Athens.

1985-89

Suzanne Purcell (BBA '85) of Atlanta retired after 34 years at the *Atlanta Journal-Constitution*, where she most recently served as a sales account director.

Glenn Ferrell (BBA '87) of St. Simons Island was appointed to the board of America's Second Harvest of Coastal Georgia. She is a financial advisor at Merrill Lynch Wealth Management.

Nancy Rafuse (BBA '88, JD '91) of Atlanta retired as a partner at Seyfarth Shaw after a 30-year legal career specializing in the areas of employment law, civil rights and employment discrimination. She previously held positions at Polsinelli; Rafuse Hill & Hodges; and Paul, Hastings, Janofsky & Walker.



Crawford McInnis (BBA '94) of Birmingham, Ala., was named chief sales officer for EPIC Insurance Brokers & Consultants, a retail property and casualty insurance brokerage and employee benefits consultant. He was previously a managing principal at the firm.

David Richardson (BBA '88) of Waxhaw, N.C., was named head of the TIAA Institute, a research-driven organization that builds and shares knowledge in the areas of financial security and higher education. He has been with the institute since 2007 and recently served as managing director of research.

Matt Simon (BBA '88) of Atlanta joined Great Rock Capital as managing director of originations. He was previously a SVP at Huntington Bank.

David Ansari (BBA '89, JD '93) of Atlanta was named a real estate partner at Arnall Golden Gregory. He has more than 25 years of legal experience and previously practiced with two other Atlanta-based law firms.

Nat Lea (BBA '89) of Little Rock, Ark., was elected to serve as president of America's Newspapers, an industry group based in Washington, D.C. He is president and CEO of Wehco Media.

1990-94

Kevin Curtin (BBA '90) of Atlanta joined Georgia Electric Membership Corp. as SVP of government relations, representing the state's 41 EMCs before the General Assembly, the Georgia Public Service Commission, Congress and state and federal agencies. He was previously AT&T's assistant VP for legislative affairs.

Rodney Hawkins (BBA '90) of Little Rock, Ark., was named EVP and chief audit executive at Simmons Bank. Previously, he was chief compliance officer and VP of internal audit at Windstream.

Gandi Vaughn (BBA '92, JD '95) of Dalton founded the Law Office of Gargandi Vaughn LLC. He previously spent 25 years with Mitchell & Mitchell, P.C.

Jason Ganim (BBA '93) of Broadview Heights, Ohio, was named president of Conair Group, a leading supplier of equipment and solutions for plastics processors. Most recently, he was a senior executive for Transtar Industries, a distributor of automotive aftermarket parts and solutions.

Carlton Hamer (BBA '93) of Dunwoody was named EVP and CFO of AutoWeb, a pioneering automotive digital marketing company. He joins the firm from Cox Automotive, where he spent 14 years in various roles, most recently VP of corporate services.

Colin Daniel (BBA '94) of Atlanta was appointed chief administrative officer of health and wellness company Sharecare. He served as EVP of finance and human resources at the company since its founding in 2012.



Bobby Soper (BBA '94, JD '97) of Sunrise, Fla., joined the board of directors of Playgon Games Inc. He is international president of Mohegan Gaming & Entertainment and founder and CEO of Sun Gaming & Hospitality.

Robb Dillon (BBA '94) of Atlanta was named president and CEO of the Sandy Springs Perimeter Chamber of Commerce. Most recently, he worked as a sales director for Flourish Software.

Mike Fuller (BBA '94) of Bradenton, Fla., was appointed by Gov. Ron DeSantis to the State College of Florida, Manatee-Sarasota District Board of Trustees. He is a financial advisor and managing partner at Weichel Fuller Financial.

Franco Parisi (MA '94, PhD '95) of Houston, Texas, finished third in the first round of the 2021 Chilean presidential elections. A well-known economist, he has served as visiting professor at several universities and held academic positions at Texas Tech University and the University of Alabama.

1995-99

Dmitry Kagansky (MBA '96) of Dacula was named chief cloud officer for the Georgia Technology Authority. He is a former senior solutions architect at Amazon Web Services.

Tim Murphy (BBA '96) of Roswell was named CFO of White Cap, where he leads financial strategy, accounting, treasury, tax, internal audit and external reporting. Before joining White Cap, he spent 20 years at West Rock. He is an emeritus member of the Terry College Alumni Board and was a member of the 2013 40 under 40 class.

Chris Hornsby (BBA '97) of Alpharetta was named partner at CarterBaldwin Executive Search leading the K-12 education practice. Before joining the firm in 2015, he spent three years as executive director of Radical Mentoring.





Capt. Darryl Griffing (BBA '97, MBA '18) of Covington won a trip to Super Bowl LVI courtesy of NFL defensive end Chase Young of the Washington Commanders, who teamed up with USAA and the National Guard Association of the United States to award a deserving military member a trip to the game. Griffing has served 27 years in the military, including 14 years on active duty. He joined the Active Guard and Reserve program in 2012, where he serves on full-time active-duty status as a medical operations officer.

Jaime Feldman (BBA '98) of Weston, Fla., was promoted to director of tax and accounting services at Fiske & Co., an accounting and consulting firm. She was previously a tax manager at the company.

Wes Hardy (BBA '98) of Peachtree Corners was promoted to SVP, Southeast Region, at Duke Realty Corp., managing the Atlanta, Savannah and Nashville markets. He formerly served as VP of leasing and development in Atlanta.

Katharine Mobley (BBA '98) of Woodstock was named chief marketing officer at The Real Brokerage Inc., a technology-centered real estate brokerage firm. Previously she led global marketing at First Advantage.

Patrick Rutherford (BBA '98) of Atlanta was named CFO at FormFree, an Athens-based fintech company that aims to build a more inclusive lending landscape. He was previously an executive at Intercontinental Exchange.

Brant Standridge (BBA '98) of Charlotte, N.C., joined Huntington Bank as president of consumer and business banking. He was formerly chief retail community banking officer for Truist Financial Corp.

Jason Daniels (BBA '99) of Ringgold was named director of shared services for BlueCross BlueShield of Tennessee. He has been with BlueCross for more than 20 years, formerly serving as manager of business strategy in member benefits administration.

David Secrest (BBA '99) of Roswell was appointed EVP of digital media and operations at Response Mine Interactive. Previously the company's SVP, he leads the organization in marketing innovation and delivery of services.

2000-04

Katie Carmichael (BBA '00) of Walnut, Calif., joined the real estate practice group at boutique law firm Sklar Kirsh. She was previously in-house counsel at HMS Worldwide.

Dani Berry (BBA '01, JD '05) of Atlanta joined Lavender Hoffman Alderman LLC as a partner. She was formerly a partner at FisherBroyles LLC and is founder and chief wellbeing officer at Wellworks Consulting.

Wes Scott (BBA '01) of Atlanta joined Moore Colson as a consulting director leading the practice's lender advisory services group. Additionally, he joined the board of directors for the Secured Finance Network Atlanta chapter. He previously spent six years as a senior portfolio manager at Cadence Business Finance.

Garrett Garcia (BBA '02) of Tampa, Fla., was promoted to president of PPK, a leading independent advertising and production agency. He previously served as VP of business insights.

Matthew Maddox (BBA '02) of Roswell joined Franklin Junction, an innovative restaurant e-commerce platform, as VP of technology. He most recently served as head of technology for private equity firm Roark Capital.

Jon Ostenson (BBA '02, MBA '06) of Atlanta returned to campus last fall to speak to UGA Entrepreneurship students on the topic of non-food franchise opportunities and investments. He is the CEO of Fran-Bridge Consulting.

Christy Johns (BBA '03) of Savannah joined The Landings Co. as a real estate agent. She has worked alongside her husband Matthew (BBA '03) in their construction business, Matthew Johns Construction, since 2007.

John Spears (BBA '03) of New York, N.Y., was appointed counsel in the real estate practice at Latham & Watkins LLP. He joins the firm after spending 13 years at Alston & Bird.

Eddie Bradford (BBA '04) of Atlanta was named a partner in Frazier & Deeter's tax practice, where he previously worked as a tax principal.

Laura Cloud (MBA '04) of Nashville, Tenn., was named managing director at Patterson Real Estate Advisory Group. She has been a director at the firm since 2019.

Ana Maria Martinez (BBA '04) of Atlanta was appointed by Gov. Brian Kemp to serve as a trial judge on the DeKalb County State Court. She was a staff attorney for Judge Dax Lopez since 2013. She serves as president of the Latino Law Foundation and previously worked as an attorney at Owen, Gleaton, Egan, Jones & Sweeney. She has held various leadership positions at the Georgia State Bar, the Georgia Hispanic Bar Association, the Atlanta Bar Association and the DeKalb Bar Association.

John Tester (MAcc '04) of Atlanta was elected to the board of directors for the Center for Puppetry Arts, the country's largest puppetry organization. He is SVP, chief accounting officer and treasurer at Acuity Brands.



William Wardwell (BBA '01) of Boise, Idaho, was named associate general counsel for the Saint Alphonsus Health System. He joins the company after 11 years at Boise law firm Varin Wardwell.



Anita Jupin (BBA '04) of Alpharetta was named economic engagement manager for the City of Milton. She was previously the city's special events coordinator.

2005-09

David Appleby (AB '05) of Tower Lakes, Ill., was appointed VP of risk, quantitative analysis and portfolio construction at CS McKee. He previously held senior risk management positions at North Square Investments and Oak Ridge Investments.

Kelly Bird-Keith (BBA '05, MAcc '07) of Gainesville was promoted to partner at Moore Colson. She has held several roles within the firm, previously advancing from senior associate to business assurance director.

Sam Crozier (BBA '06) of Ponte Vedra Beach, Fla., and his brother, Billy, broke the world record for the most long-distance triathlon races completed in 12 months, finishing 25 in four months. He is a partner at the Towers Group, a real estate development firm.

Candy Greene (BBA '06) of Winder was appointed to serve on the Jackson EMC Foundation Board of Directors. She is a VP and commercial lender at SouthState Bank.

Sean Dwyer (BBA '07) of Atlanta was named the chief strategy and corporate development officer for BlueLinx Holdings Inc. He formerly led the corporate development function at WestRock Co. and served as director of M&A for RockTenn.

Adam Melvin (BBA '07) of New York, N.Y., was promoted to VP and sector head within Deutsche Bank's investment banking division. He was previously a VP in the bank's credit risk management group.

Merrill Nelson (AB '07, BBA '07) of Lookout Mountain was promoted to membership in the firm Miller & Martin, advancing from associate. He advises clients on corporate law matters, including mergers and acquisitions, private equity and venture capital financing and general corporate contracting.

Kevin Rabinowitz (BBA '07) of Jersey City, N.J., was named chief broking officer for Relation Insurance Services. He previously led global placement strategy and carrier engagement for Integro Insurance Brokers and oversaw strategic partnerships and distribution efforts at Hagerty Insurance Agency.

Brian Resutek (MBA '07) of Brookhaven was named a business development officer in Rosenthal & Rosenthal's Atlanta office, where he has served as a SVP and account executive since 2018.

Brian Shaw (BBA '07, AB '07) of Alpharetta was hired as first VP for Alliant's employee benefits group. He was formerly director of absence, disability management and life at Willis Towers Watson.

Will Tuggle (BBA '07) of Atlanta joined Sage Mountain Advisors LLC as a wealth advisor. He was previously in the Goldman Sachs investment management division, where he advised high-net-worth individuals, families, foundations and endowments.

Stephen Bailey (BBA '08) of Bogart was named director of the Athens-Clarke County Transportation and Public Works Department. Interim director since June 2021, he has worked for the department since 2014 and served as assistant director since 2019.

Chris Dunlavy (BBA '08) of Chicago, Ill., was named president of Greenhill Insurance Services, a professional and general liability insurance provider specializing in



Cecilia Haag (BBA '05) of Lakewood Ranch, Fla., joined the executive leadership team at Thompson Child & Family Focus, serving as chief strategy and innovation officer. She was formerly an executive liaison between Thompson and Insperity, its professional employer organization.



Courtney Albert (BBA '07, MBA '09) of Smyrna was named one of *Consulting* magazine's 2021 Women Leaders in Consulting. She leads the organizational design offering within the strategy practice at North Highland.

social services and allied health care. He previously worked as an underwriter at Beazley, a London-based specialty insurer.

Stephanie George (BBA '08, MAcc '09) of Marietta was promoted to partner at Moore Colson. She was previously an associate and a tax director at the company.

Michael Harrison (BBA '08, MAcc '08) of Wrightsville represents Johnson County on the Southeastern Technical College Board of Directors. He is a CPA with Sweat & Harrison LLC.

A.J. Hurst (BBA '08, MAcc '09) of Atlanta was named a partner in the assurance and advisory services practice at Frazier & Deeter. He was previously a senior manager.

David Kirby (BBA '08, MAcc '08) of New York, N.Y., was promoted to managing director at global investment and capital markets firm KKR. He was previously a VP at Goldman Sachs.

Adam Pancoast (BBA '08) of Greensboro was promoted to national manager for the excess and surplus primary casualty business of Ironshore, a Liberty Mutual company. He previously served as regional VP and senior underwriting manager.

Andrew Pinson (BBA '08, JD '11) of Atlanta was appointed by Gov. Brian Kemp to serve on the Supreme Court of Georgia. He previously served on the state Court of Appeals and as Georgia's solicitor general. Before joining the Georgia Department of Law, he was part of the issues and appeals practice at Jones Day, where he focused on appellate and complex trial litigation.

CLASS NOTES

Melissa Braswell (BBA '09) of Bogart was appointed finance director for Oconee County. She previously served as assistant finance director.

Tim Evans (MBA '09) of Gainesville received the Rip Wiley Award for Professional Excellence from the Georgia Economic Developers Association, considered the highest honor bestowed by GEDA on a professional economic developer. He is VP of economic development for the Greater Hall Chamber of Commerce.

Hillyer Jennings (BBA '09) of Atlanta founded the nonprofit One People Flags Inc., which provides free American flag sets to veterans and low-income families across the country. He is a senior associate at King & Spalding LLP.

Adam Zager (BBA '09) of Nashville, Tenn., was named VP of risk management at Dollar General. He previously served as a senior director in the department.

2010-14

Alex Hill (BBA '10) of Atlanta was named managing director at Patterson Real Estate Advisory Group. He has been with the company since 2013.

Joe Johnson (BBA '10) of Brookhaven was named national accounts director for Lucy Goods Inc., a provider of next-generation nicotine products, including gum and lozenges. Previously he was VP of national accounts at SweetWater Brewing Co.

Charles Tyson (BBA '10) of Ft. Lauderdale, Fla., was named CFO of Brookwood Baptist Health, a five-hospital health care system in Birmingham, Ala. He was formerly CFO of a Miami-area hospital system.

Lee Allen (BBA '11) of Dacula was named 2022 Gwinnett County Teacher of the Year and High School Teacher of the Year. An algebra teacher at Archer High School, he began his career as a math teacher at Northwest Whitfield High School in 2014.

Reid Blalock (BBA '11, MAcc '12) of Brookhaven was named a partner in the assurance and advisory services practice at Frazier & Deeter. He was previously a senior manager.

Katie Fidler (BBA '11) of Tucker was named director of research and communications for St. Bourke, an Atlanta-based asset management and property development company. She was previously a communications manager.

Kathryn Millard (BBA '11) of Yulee, Fla., joined SearchWide Global as an executive recruiter to assist with the company's hotel and resort searches and business development initiatives. She was previously a senior sales executive at W South Beach.

Shannon O'Brien (BBA '11, BS '11) of Atlanta is a physician at Ascension Medicines, a private clinical practice dedicated to providing equitable access to COVID-19 monoclonal antibody treatment across Georgia.

Rodney Bullard (MBA '12) of Decatur leads community engagement, philanthropic and sustainability strategy as VP of community affairs for Chick-fil-A and executive director of the Chick-fil-A Foundation. He previously served as an assistant U.S. attorney prosecuting complex criminal cases, for which he received the Department of Justice Director's Award.



Mike MacDonald (BBA '10) of Ann Arbor, Mich., was named defensive coordinator of the NFL's Baltimore Ravens. He rejoins the team after a season as defensive coordinator for the University of Michigan football program. He previously spent seven seasons with the Ravens as a defensive backs coach, defensive assistant and linebackers coach, and four seasons on the Georgia Bulldogs football staff as a graduate assistant and safeties and defensive quality control coach.

Steven Jones (BBA '12) of Atlanta joined Taylor English Duma LLP as counsel focusing on real estate issues. He previously worked as an associate at Bovis, Kyle, Burch & Medlin.

Scott Stevens (BBA '12) of Macon is a principal at Ethos Capital. He joins from Pamlico, where he served as a partner.

Alea Hurst (BBA '13, BFA '13) of McDonough was the 2021 winner of Amplify, an annual outdoor art installation sponsored by the Spruill Center for the Arts, for her piece "Together We Bloom." Her work has been exhibited at Artists Republic Gallery, Beep Beep Gallery, Hartsfield-Jackson International Airport and Mason Murer Fine Art.



Justin Coleman (MBA '13) of Peachtree Corners was promoted to chief transformation officer of CommScope Inc., a network infrastructure provider. He was previously SVP of finance.

Kevin Ignacio (BBA '14) of Clintonville, Wis., was named VP of Marion Body Works, which manufactures commercial truck bodies, emergency vehicles and other specialized equipment. He was previously the company's director of business development.

2015-19

Donna B. Hall (MBA '15) of Marietta retired as publisher of the *Atlanta Journal-Constitution*. She was with Cox Media for 35 years and was named publisher of the *AJC*, *Dayton Daily News* and the company's other Ohio newspapers in 2019.

Richard Meadows (BBA '15, AB '15, JD '19) of Seattle, Wash., joined Byrnes Keller Cromwell, a boutique law firm, as an associate attorney. He was previously an associate at Lewis Brisbois. He spent five years as an enlisted infantryman with the U.S. Army, including two combat tours in Iraq.

Sepp Straka (BBA '15) of Vestavia, Ala., won The Honda Classic golf tournament at PGA National Resort in Palm Beach Gardens, Fla. Ranked 176th in the world entering the week, he overcame a five-shot deficit on the tournament's final day to become the first Austrian to win on the PGA Tour.

Megan Sullivan (BBA '15) of Richmond, Va., was promoted to VP at Colliers, where she specializes in sales and leasing for office and medical office buildings. She was previously an assistant VP.



Taylor Sanderson (BBA '17) of Duluth joined commercial real estate agency Meadows & Ohly as director of marketing. Previously she was marketing director for Eclipse Gaming Systems.



Holly Haynes (BBA '18) of Sugar Hill was crowned Miss Georgia USA and will compete in this year's Miss USA pageant. She is a benefits analyst at Alliant Insurance Services.

David Krisher (MBA '16) of Dunwoody was named CFO of Krystal Restaurants. Prior to joining Krystal, he was CFO of Ascent Hospitality, where he led the acquisition of Perkins Restaurant & Bakery and oversaw capital management and liquidity efforts during the COVID-19 crisis, including lease deferrals and renegotiation of credit agreements.

Meghan Richburg (BBA '16) of Acworth was named global program manager for The Flexo Xperience Center at MacDermid Graphics Solutions. She was previously a global marketing associate with the company.

Mason Towe (AB '16) of Athens was hired as waste reduction manager in UGA's Office of Sustainability. He was formerly an education specialist for the Athens-Clarke County recycling program.

Matthew Herzwurm (BBA '17) of Dunwoody joined Rockefeller Capital Management as a financial advisor. He previously worked as an advisor for Morgan Stanley.

Massee McKinley (MBA '17) of Atlanta co-founded the Society of Presidential Descendants, a group of Americans with direct lineage to one or more U.S. presidents. The society aims to enable and support educational programs that focus on the history of the presidency and the importance of civic engagement in American democracy.

Kip O'Kelley (BBA '17) of Flowery Branch joined Conley Griggs Partin as an associate attorney. He was previously an associate at Miles Hansford & Tallant.

Catherine Carter (BBA '19) of Knoxville, Tenn., was hired by the Trust Company of Tennessee as a client specialist. She previously worked as an account executive for TIS Insurance Services.

David Dickson (BBA '19) of Madison joined risk management firm Sterling Seacrest Pritchard as a client service associate. He was previously a commercial lines underwriter for Liberty Mutual.

Caitlin Mincey (MBA '19) of Gainesville was named EVP of Mincey Marble Manufacturing. She was previously a sales manager at the company.

Warren Wright (BBA '19) of Savannah joined Sterling Seacrest Pritchard as a client advisor. He was formerly an account director at Gallagher.

2020-

Jane Sykes (MBA '20) of Davis, Calif., was appointed to the board of directors for Lexagene Holdings Inc., a molecular diagnostics company. She is executive director of innovation and entrepreneurship for the School of Veterinary Medicine at the University of California, Davis.

Zach Weingarten (AB '20, MA '20) of Acworth was named an Institute of Education Sciences Fellow by the University of Pennsylvania Graduate School of Education. The program supports scholars conducting research that informs education policy and practice. He is pursuing an economics Ph.D. at the university.

Adam Malm (MBA '21) of Blue Ridge was promoted to senior assistant dean for operations, administration and facilities at Emory University's Nell Hodgson Woodruff School of Nursing. He was previously assistant dean.



Jessica Castle (MBA '20) of Albany was named chief experience and marketing officer for Phoebe Putney Health System, where she has served as VP of marketing since 2014. Previously, she spent 10 years with Piedmont Healthcare in marketing and business development roles.

➡ CLASS NOTES: PASSINGS

1940s

Lt. I. Harold Storey (BBA '42), Rome, Nov. 21. **Mortimer F. Meadors** (BBA '47), Macon, Nov. 24. **James 'Ed' E. Nivens** (BBA '48), Gainesville, Jan. 24. **Buddy Aldredge** (BBA '49), Atlanta, Jan. 9. **Harold 'Hal' F. Pittard** (BBA '49), South Daytona, Fla., March 9. **Richard 'Dick' G. Wootton** (BBA '49, MEd '52), Brunswick, Nov. 30.

1950s

James 'Jim' C. Trapnell Jr. (BBA '50), Marietta, Jan. 4. **William 'Bodie' R. Townsend** (BBA '51), Watkinsville, Jan. 24. **Charles 'Charlie' R. Crisp** (BBA '52), Moultrie, Feb. 18. **Gerald 'Jerry' I. Heller** (BBA '52), Ocilla, Jan. 11. **Walter Hirschberg** (BBA '52), Marietta, Nov. 17. **Rowland A. Radford Jr.** (BBA '52), Atlanta, Dec. 7. **H. Alexander 'Alex' Lowe** (BBA '53), Clayton, Nov. 8. **Brian A. Hester** (BBA '55), McKinney, Texas, Feb. 25. **William 'Bill' K. Spaulding** (BBA '55), Dunwoody, March 30. **William 'Bill' H. Eades** (BBA '56), Signal Mountain, Tenn., Nov. 22. **Jerome 'Jerry' L. Kaplan** (BBA '56), Macon, Jan. 26. **Sanford R. Karesh** (BBA '56, JD '58), Marietta, Jan. 9. **Mukhwant 'Mike' S. Sandhu** (MBA '56), Winter Garden, Fla., Oct. 19. **Arthur N. Berry Jr.** (BBA '57), Roswell, March 12. **William 'Billy' B. Griffin Jr.** (BBA '57), Atlanta, Jan. 23. **Anita J. Phillips** (BBA '57), Hawkinsville, Jan. 19. **Louis J. Smith** (BBA '57), Marietta, Jan. 7. **Bennie L. Wester** (BBA '57), Satsuma, Fla., Feb. 8. **William 'Bill' B. Chambers** (BBA '58), Madison, Dec. 10. **Donald 'Don' F. Corley** (BBA '58), Panama City, Fla., Jan. 20. **Julian K. Franklin** (BBA '58), Gainesville, Feb. 14. **William 'Billy' M. Giles Jr.** (BBA '58), Garden City, Nov. 9. **Donald 'Don' C. Hartsfield** (BBA '58), Cumming, Oct. 10. **Col. James 'Jimmy' W. Kidd Jr.** (BBA '58), Flowery Branch, Oct. 21. **Raymond T. Coile** (BBA '59), Winterville, Nov. 28. **Robert E. Fears Sr.** (BBA '59), Madison, Feb. 4. **John D. Hawkins** (BBA '59), Marion, N.C., March 23. **Charles 'Charlie' D. Horton** (BBA '59), Athens, March 12. **Harriet 'Kay' Itzkow Podem** (BBA '59), Dothan, Ala., March 24.

1960s

The Hon. Barschall Andrews II (BBA '60, LLB '62), Columbus, Oct. 22. **Ralph J. Beasley Jr.** (BBA '60), Greensboro, Oct. 9. **Charles D. Bragg** (BBA '60, MBA '61), Savannah, Oct. 31. **F. Edward 'Eddie' Lummus II** (BBA '60), Brookhaven, March 30. **Wallace 'Wally' N. Moses** (BBA '60), Albany, Nov. 29. **Joe S. Payne** (BBA '60), Jefferson, March 15. **James 'Jimmy' F. Sealy Sr.** (BBA '60), Blakely, Jan. 28. **G. Ray Baldwin** (BBA '61), Americus, Jan. 3. **Joel 'Joe' H. Cannon** (BBA '61), Montrose, Feb. 7. **John C. Eckles** (BBA '61), Monroe, Jan. 1. **James 'Jim' S. Majors** (BBA '61), Knoxville, Tenn., Oct. 15. **A. Montague 'Mont' Miller** (BBA '61, JD '63), Evans, Nov. 13. **Linda 'Diane' D. Puckett** (BBA '61), Atlanta, Jan. 14. **Ronald 'Ron' E. Teeple Sr.** (BBA '61), Savannah, Dec. 28. **The Hon. F. L. 'Larry' Salmon** (BBA '62, JD '63), Rome, Nov. 6. **Spencer 'Tommy' T. Walden** (BBA '62), Albany, Oct. 13. **Sanford 'Rod' N. Cameron** (BBA '63), Snellville, Nov. 6. **William 'Bill' L. Cooley** (BBA '63), Clayton, Oct. 28. **Roger D. Dansby Sr.** (BBA '63), Cataula, March 12. **John 'Johnny'**

D. Ficklen III (BBA '63), Griffin, Feb. 8. **James 'Lowell' L. Fountain Sr.** (BBA '63), Suwanee, Nov. 16. **Garner 'Sonny' C. Mobley Jr.** (BBA '63), Savannah, Jan. 5. **Powell W. Griffith II** (BBA '64), Eatonton, Dec. 19. **Billy D. Hooks** (BBA '64), Evans, Nov. 29. **William 'Russell' R. Marable** (BBA '64), Lawrenceville, Feb. 8. **Charles 'Charlie' W. McDaniel Jr.** (BBA '64), Thomaston, Feb. 9. **Otis M. Smith Jr.** (BBA '64), Sandersville, Nov. 19. **Ronald 'Ronny' L. Coven Sr.** (BBA '65), Kingsport, Tenn., Feb. 2. **Herbert 'Herby' A. Peavy Jr.** (BBA '65), Conyers, Oct. 16. **Kenneth 'Sam' N. Roper** (BBA '65), Greensboro, Dec. 6. **John 'Dick' R. Blanchard** (BBA '66), Fripp Island, S.C., Jan. 7. **Sen. John 'Johnny' H. Isakson** (BBA '66), Atlanta, Dec. 19. **Lloyd 'Jack' J. Megahee** (BBA '66), Thomasville, Nov. 9. **Peter K. Prutzman** (BBA '66, JD '69), Frederick, Md., Jan. 28. **J. Daniel 'Dan' Purgason** (BBA '66), Hogansville, Nov. 20. **Capt. Charles 'Danny' E. Stow** (BBA '66), Gainesville, Jan. 20. **James 'Jim' M. Brooks Jr.** (BBA '67), Marietta, Dec. 28. **Joe E. Byers Jr.** (BBA '67, MBA '69), Fayetteville, Dec. 18. **Philip 'Phil' A. Moore** (BBA '67), Colorado Springs, Colo., Nov. 4. **John 'Dave' D. Patman** (BBA '67), Macon, March 1. **Leo L. Phillips Jr.** (MBA '67, JD '70), Cochran, Nov. 28. **Charles 'Curt' C. Strickland** (BBA '67), Augusta, Dec. 8. **John R. Tanner** (BBA '67), Clermont, Dec. 25. **Clyde K. Wright Jr.** (BBA '67, MAcc '69), Sandersville, March 4. **Norman 'N.L.' L. Yates Jr.** (BBA '67), Dublin, Jan. 11. **Danny R. Camp** (BBA '68), Greenville, S.C., Jan. 9. **G. Jackson 'Jacky' Hunter Jr.** (BBA '68), Williamston, S.C., Feb. 24. **John S. Simmons Sr.** (BBA '68), Commerce, Nov. 13. **Alva J. Spillers** (BBA '68), Covington, Nov. 3. **George 'Terry' T. Adams** (BBA '69), Rossville, Feb. 15. **William 'Bill' M. Bartlett Jr.** (BBA '69), Sautee Nacoochee, Feb. 6. **Allan A. Kirwan** (MBA '69), Avondale Estates, Oct. 16. **Howard 'Wayne' W. Molton** (AB '69), Monroe, Jan. 24. **David R. Revell** (BBA '69), Columbus, Oct. 24. **Tony G. Tanner** (BBA '69), Dacula, Dec. 13. **L. Bruce Yawn** (BBA '69), Statesboro, Jan. 20.

1970s

E. Scott 'Scotty' Arnold (BBA '70), Clayton, N.C., Feb. 3. **Joe E. Benkoski Sr.** (BBA '70), Bogart, Feb. 14. **James 'Jim' L. Blose** (MA '70), Bogart, Jan. 26. **Sarah 'Becky' Greer Brannan** (BBA '70), McDonough, Oct. 13. **James 'Jim' M. Davis** (BBA '70), Dalton, Feb. 26. **Harold E. Griner** (BBA '70), Loganville, March 14. **Thomas 'Tommy' C. Howell** (BBA '70), Miami, Fla., Feb. 23. **William 'Bill' W. Lavigno III** (BBA '70, JD '72), Lilburn, Nov. 12. **Tommy J. Loggins** (BSF '70, MBA '74), Lawrenceville, Feb. 26. **Tommy H. Phillips** (BBA '70), Alpharetta, Dec. 7. **Robert 'Bobby' D. Vaughan** (BBA '70), Gainesville, Jan. 1. **Ronald 'Neil' N. Arrington** (BBA '71), Thomson, Dec. 2. **Charles R. Bowen** (BBA '71), Newnan, Feb. 25. **Ronald L. Dachs Sr.** (BBA '71), Mableton, Jan. 19. **James 'Jimmy' A. Hill** (BBA '71), North, S.C., Feb. 28. **Charles E. Holman Jr.** (BBA '72), Rockford, Ala., Oct. 5. **Steven 'Steve' A. Skowronski** (BBA '72), Peachtree City, Oct. 9. **Freddy D. Thrasher** (BBA '72), Arnoldsville, Nov. 26. **Stanley 'Stan' A. Fillion Jr.** (BBA '73), Valdosta, Dec. 17. **Michael 'Mike' D. Renedo**

(BBA '73), Columbia, S.C., Oct. 8. **Thomas 'Tom' A. Harbin** (MAcc '74), Anderson, S.C., Oct. 1. **John 'John Henry' H. Martin III** (BBA '74), Mobile, Ala., Jan. 9. **Robert 'Bruce' B. Morgan** (BBA '74), Martinez, Oct. 10. **Bobby L. Stooks** (BBA '74), Hiram, Jan. 29. **Elizabeth 'Liz' Jones Cox** (BBA '75), Atlanta, Jan. 15. **James 'Jim' H. Cox III** (MBA '75, JD '75), Clarkesville, Jan. 5. **Pat Hagan** (BBA '75), Fort Myers, Fla., Nov. 27. **Keith G. Harris** (BBA '75), Stockbridge, March 25. **W. Rhett Harrison** (BBA '75), Milledgeville, Jan. 6. **Kenneth E. Hinson Sr.** (MBA '75), Summerville, S.C., March 11. **Joan Parks** (BBA '75), Chattanooga, Tenn., March 26. **Kenneth 'Ken' A. Regan** (BBA '75), Arlington, Oct. 1. **Mary 'Mary Ann' A. Robertson** (BBA '75), Fripp Island, S.C., Nov. 3. **Butch Armistead** (BBA '76), Zebulon, Oct. 7. **Glenn A. Arnsdorff** (MBA '76), Savannah, Feb. 21. **Michael 'Mike' E. Beasley** (BBA '76), Danielsville, Feb. 16. **R. Gregory 'Gregg' Cook** (BBA '76, MAcc '77), Atlanta, Jan. 17. **William 'Bill' J. Maron** (BBA '76), Decatur, March 22. **Donald 'Don' S. Toth** (BBA '76, MAcc '78), Bluffton, S.C., Feb. 23. **Frederick K. Ward** (BBA '76), Gainesville, Jan. 5. **Leslie R. Ford** (BBA '77), Greensboro, N.C., Jan. 22. **Thomas 'Tom' M. Howell** (MBA '77), Spartanburg, S.C., Nov. 1. **Joan Moore** (BBA '77), Bishop, Oct. 29. **Dr. Robert 'Stu' S. Murray** (PhD '77), Alpharetta, Feb. 27. **Michael 'Mike' K. O'Connor** (BBA '77), Fayetteville, Dec. 23. **Bernard Wind** (BBA '77), Charlotte, N.C., Dec. 27. **Louis J. Freedman** (AB '79), Savannah, Oct. 8. **D. Stanley 'Stan' Logue** (BBA '79), Albany, Dec. 31.

1980s

Raymond F. Penn (BBA '80), Athens, March 13. **Cynthia 'Cindy' L. Camp** (BBA '81), Alpharetta, Jan. 23. **Steven 'Steve' W. Burg** (AB '83), Evans, Feb. 21. **Kenneth 'Ken' K. Hansen** (BBA '83), Marietta, Jan. 17. **Daniel 'Dan' O. Williams Sr.** (BBA '84), Marietta, Jan. 20. **Charles W. Bennafield** (BBA '86), Stone Mountain, Nov. 7. **Kent L. Harrington** (AB '86), Cumming, Jan. 22. **Robert 'Bob' A. McCannon** (AB '86), Overland Park, Kan., March 11. **Christopher 'Chris' L. Morris** (AB '87), Savannah, Feb. 15. **Leslie 'Kathy' K. Marvel** (AB '88), Acworth, March 13. **James 'Jim' H. Wiley** (BBA '88), Covington, Feb. 6.

1990s

Allison L. Jones (BBA '91), Prospect, Ky., Oct. 30. **Melanie L. Mewborne** (MBA '91), Dawsonville, Dec. 3. **Kimberly Luckey Avery** (BBA '92, BSFCS '10), Griffin, Oct. 8. **Jeffery 'Jeff' W. Bailey** (AB '95), Lawrenceville, Jan. 15. **Mollie M. McCaig** (BBA '96), Boulder, Colo., March 14.

2000s

O. Charles Krauth IV (BBA '08), Atlanta, Oct. 28.

2010s

Jackson G. Bailey (BBA '17), Macon, Nov. 14. **Radcliff 'Rad' L. Spencer** (BBA '17), Jackson, Wyo., Feb. 13. **Robert 'Stephen' S. Poydasheff III** (BBA '18), Columbus, March 13. ■

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