

THE MAGAZINE OF THE UNIVERSITY OF GEORGIA TERRY COLLEGE OF BUSINESS

TERRY

Street Smart

Finance grads embrace the NYC grind
page 14

FALL/WINTER 2024



Business is better together.

That belief drives our support programs — perhaps none more so than the **Terry Women's Initiative (TWI)**. TWI connects students' career goals with lessons, networking and confidence to put those goals within reach.

TWI began thanks to the vision and generous support of its founding donors. Now, we look to endow the program to ensure it is part of the Terry College fabric for years to come. Gifts of any size can help us fund TWI in perpetuity. Your generosity helps students start their careers on the strongest possible footing, providing opportunities such as:



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gift today:*





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PASSINGS





Photo by Brian Rovers

Photo by Richard Hamm

Students in the **Institute for Leadership Advancement** Leonard Leadership Scholars and Leadership Fellows programs overcame obstacles and built connections at the UGA Challenge Course in August.

TERRY

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FROM THE DEAN

Expanding analytics education

Analytics has crucially changed how businesses operate and make decisions, affecting every discipline from accounting to risk management. Our strategic plan prioritizes our efforts to expand and enhance analytics instruction across all academic programs at the Terry College so our graduates can contribute immediately to the data-driven decisions that drive organizations.

Business analytics is a well-established strength at Terry. Our Master of Marketing Research program was the nation's first such program and has been an industry leader in data-centric learning since its inception. At the graduate level, we have a thriving MS in Business Analytics program, our Master of Accountancy was one of the first graduate accounting programs to integrate analytics into its curriculum, and our Full-Time MBA offers a robust concentration in analytics. Now every undergraduate major at Terry includes an optional area of emphasis in business analytics as a signal to employers of our students' foundational skills. Our efforts have earned notice — Terry is ranked 13th in analytics among public business schools in the latest *U.S. News & World Report* rankings (page 10).

I'm thrilled to announce a major new entity that will lead our comprehensive efforts in analytics: the M. Douglas and V. Kay Ivester Institute for Business Analytics and Insights. Named for Doug Ivester (BBA '69) and his wife, Kay, the institute will not only augment analytics instruction at Terry, but also provide key resources for empirical research and be a hub for the college to disseminate analytics expertise to our stakeholders. Much like the Institute for Leadership Advancement has strategically connected leadership development to organizations and communities, the Ivester Institute will do the same for analytics.

And we are moving forward with other fresh initiatives. A new Master of Professional Accountancy program, an online graduate degree for working professionals, received approval and is scheduled to begin in Fall 2025. The MPAcc will be taught by our highly regarded Tull School of Accounting faculty and appeals to individuals with at least two years of related work experience who want to pursue professional licensure or advance in an accounting career. We're also launching the Georgia Bulldog Angel Network under the auspices of the UGA Entrepreneurship Program. This initiative will bring together startup founders (UGA alumni, faculty, students and friends) to present or pitch to potential advisors and early-stage capital investors at the Terry Executive Education Center in Atlanta.

Our integration of the latest and biggest ideas affecting business education continues apace. It's also reflected in this issue of *Terry* magazine. Three young alumni on Wall Street detail a week in the life working in the world's financial capital (page 14), and Aaron Luque (MBA '16) explains the origins of EnviroSpark, an industry-leading company that's installing electric vehicle charging stations across North America (page 28). I hope you enjoy their stories.

Sincerely,

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



news



Photo by Brian Powers

Leading through service | Page 8

Aflac CEO Dan Amos (BBA '73) continues to give back



Amos gives Mason Leadership Lecture

Aflac saw its stock price grow from 95 cents to more than \$113 per share over the last 30 years and is repeatedly listed as one of the best places to work in America — but lists and accolades don't really tell CEO Dan Amos's story.

"I don't think I want 'He was a great businessperson' on my tombstone," Amos told a group of students on Oct. 2 at the UGA Chapel. "Other things are more important. But it is because of success in business that you can do those other things."

UGA's Institute for Leadership Advancement invited Amos to deliver the 2024 Mason Leadership Lecture because of his commitment to servant leadership at Aflac and in the global community.

Amos, who graduated from Terry in 1973 with a bachelor's degree in risk management and insurance, told students he doesn't believe in companies taking overt political stances, but he does believe in doing the right thing. Aflac is recognized for embracing and supporting diversity in its management, on its board and in its ranks.

"I try to be as neutral on issues as possible," Amos said. "(But) there are certain things, like equality, that are no-brainers. It's one of the things that's important to us."

For Amos, it's also important to give back to the community that helped build Aflac into a household name. Aflac has funded

civic and arts endeavors across Georgia, but Amos's largest focus has been supporting childhood cancer research and care.

Since 1995, Aflac raised \$184 million to help fund research and care for children living with cancer and blood disorders. Amos helped establish the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta, one of the nation's preeminent research and treatment centers for childhood cancer.

Amos told students that focusing the company's philanthropy in the health care sector has been successful because Aflac is a health insurance company. Keeping their giving aligned with the company's mission helped them focus their efforts and amplified the impact of their work.

"We get all these ideas, and you have to narrow them down in scope and stay very focused on what it is you want to do," Amos said. "So philanthropically, we decided we were going to stay in health care and make it our number one issue."

Keith Mason (BBA '82, JD '85), who underwrites the annual lecture, said Amos's leadership sets an example of service and vision that can inspire students across UGA.

"Dan Amos is not only one of America's best corporate CEOs, he's also a tremendous public leader," Mason said. "His leadership... is reflective of a personal commitment to always try to do the right thing."

Nine alums named to UGA 40 Under 40

The 2024 honorees of UGA's 40 Under 40 include nine graduates who earned a degree from the Terry College of Business. The program celebrates the personal, professional and philanthropic achievements of successful UGA graduates under the age of 40.

JEREMY ADAMS (BBA '07)

Senior Managing Director, Jones Lang LaSalle



Adams works with health care organizations to select the best sites for their facilities, allowing them to focus on providing critical care rather than navigating the real estate industry. Adams's involvement with UGA includes speaking engagements with Terry students, recruiting UGA students and enthusiastically supporting UGA Athletics.

TAMARA BRANCH (BBA '09, JD '12)

VP of Legal, Tift Regional Health System



Branch provides legal counsel for a nonprofit health system in South Georgia. She provided crucial expertise during the pandemic when regulations and guidance were ever-changing. When she's not doing this critical work, Branch and her family participate in an annual barbecue festival where they have taken home top prizes.

RODD CARGILL (BBA '10)

Senior Territory Manager, Johnson and Johnson



Cargill partners with physicians to increase awareness of pulmonary hypertension and advocates for medications and treatments to alleviate negative impacts on patients' lives. He is vice president of the UGA Black Alumni Leadership Council and was honored as the 2024 UGA Volunteer of the Year for his outstanding service to the university and its alumni community.

BRITTANY CHITWOOD (BBA '14, MAcc '15)

Asst. Director of Climate Change and Sustainability Services, EY



Chitwood is a trusted advisor for EY's Climate Change and Sustainability Services team and helps businesses understand and evaluate outcomes for their environmental and social governance policies. She creates and collaborates on greenhouse gas emissions and climate risk analysis projects.

CANDLER COOK (BBA '11, MBA '18)

SVP, U.S. Strategic Capital



Cook provides small businesses with access to the capital necessary to thrive in an ever-changing economic landscape. He is the author of the book *From Underdog to Bulldog* and was named a captain of the UGA football team in 2011. Candler participates in Terry speaking engagements and is an active member of the Magill Society.

WILLIAM FERRAND (BBA '15)

Senior Manager, Risk and Compliance, Protiviti



Ferrand leads a team responsible for ensuring clients comply with all customer protection and market integrity requirements to protect consumers and the public from harm caused by noncompliance with federal regulations. He is president of the UGA Atlanta Alumni Chapter and supports the Terry Young Alumni Board's event-planning initiatives.

ALEX HILL (BBA '10)

Director of Investing, Icarus Alternative Investments



Hill is a business owner specializing in day-to-day financial and real estate decisions and broader corporate and brand strategy decisions. He and his wife founded two businesses: Icarus and Yonder Yoga. Yonder Yoga has been recognized on UGA's Bulldog 100, a list of the fastest-growing Bulldog businesses.

JESSICA PITTARD (BBA '11)

President, BDI DataLynk



Pittard is the majority owner of BDI DataLynk and Marble Hill Farms. At BDI, she oversees local workforce development initiatives in communities that offer fiber optic technician training and certifications through BDI's network of campus partners. Marble Hill Farms allows Hill to continue her passion for equestrian sports as a horse coaching and training business.

THOMAS PRESLEY (BBA '08, MAcc '09)

Regional Managing Partner, Wealth Advisor, Corient



Presley guides clients to financially prepare for their futures and families. The former Redcoat Band member partners with clients to help them achieve their goals while leading and empowering his team to have a greater impact on the Southeast. Presley was named one of *Financial Advisor's* 2022 Top Young Advisors to Watch.



Christ named head of J.M. Tull School of Accounting

Margaret Christ, who holds the J.M. Tull Chair in Accounting, is the new director of the J.M. Tull School of Accounting at the University of Georgia Terry College of Business. Christ succeeds Ted Christensen, who returned to full-time teaching and research after serving as the school's director since 2015.

"The Tull School of Accounting has expanded its programs, offerings and partnerships and increased enrollment, and I'm grateful to Ted for his outstanding leadership as the school's director," said Dean Ben Ayers. "I am confident that the Tull School will remain at the forefront of accounting education, scholarship and professional service under Margaret's leadership."

Christ came to UGA in 2008 as an assistant professor after graduating from the University of Texas with a PhD in accounting. Her research focuses on business control systems and internal audit practices. She recently launched a line of inquiry into how artificial intelligence and data analytics tools impact human judgment during auditing.

Christ received Terry's Teaching Excellence Award in 2021 and a Creative Teaching Award from UGA in 2018. She was inducted into UGA's Teaching Academy in 2017.

In addition to her work at UGA, Christ serves as the American Accounting Association's vice president for finance and as an editor for *Accounting Horizons*. She has previously served as an editor for *Accounting Review* and the *Journal of Management Accounting Research*.

College earns top rankings

For the first time, all eight academic majors at the Terry College of Business are nationally ranked by *U.S. News & World Report*. Collectively, Terry's undergraduate program is ranked 13th among public business schools and No. 23 overall — the eighth straight year it ranks among the top 15 undergraduate programs at the nation's best public universities.

Terry's Risk Management and Insurance program, which boasts the country's largest undergraduate RMI major, once again led all insurance programs in the country, ranked No. 1 overall. It's the fifth straight year the program has been judged to have the best reputation in the country by *U.S. News*.

The Real Estate program rose one spot to No. 3 overall (No. 2 public), its highest ranking in a decade. Management Information Systems (No. 9 public and No. 12 overall) and the J.M. Tull School of Accounting (No. 9 public and No. 15 overall) are the other top 10 public programs.

The Marketing program, ranked No. 11 among public business schools, received its highest public ranking from *U.S. News* in more than a decade. Finance was ranked in the top 20 for the third time in four years, at No. 12 among publics. And the Management program, at No. 14 among publics, achieved a top 20 ranking for the fourth straight year. The John Munro Godfrey, Sr. Department of Economics received a top 30 public program ranking, out of more than 300 accredited economics programs ranked by *U.S. News*.

In addition, Niche, which ranks and reviews colleges and K-12 schools, recently named Terry one of its top 10 "Best Colleges for Business in America." Niche ranked Terry's undergraduate program No. 5 overall and No. 1 among public universities. Niche also ranked Terry's Accounting and Finance programs No. 5 overall and No. 2 among public universities.

This summer, Terry's Executive MBA program was named one of the top 15 EMBA programs overall and a top six public program by *Fortune* magazine. The publication ranked the EMBA No. 12 among programs in the United States and No. 6 among public business schools. It is the highest-ranked executive MBA program in Georgia.

Towery joins Council of Economic Advisers



Accounting professor Erin Towery has always loved Washington, D.C. — the monuments, the museums, the history and the sense of pride that comes with serving one's country.

Towery, the J.M. Tull School of Accounting KPMG-Atlanta Partners' and Employees' Professor, is getting a chance to immerse herself in D.C.'s culture of service during a one-year post as a senior economist in the White House Council of Economic Advisers (CEA).

"It's an amazing opportunity," Towery said. "I feel very, very honored and grateful."

The CEA was established in 1946 as part of the larger Executive Office of the President.

Senior economists working under the CEA are a non-partisan group of researchers who provide the president with objective economic advice. The council bases its recommendations and analysis on economic research and empirical evidence.

Each year, economists and researchers from U.S. universities are chosen to serve according to the legislative and policy issues facing the White House. Towery was recruited to serve as a senior economist because of her tax policy expertise. Towery's research lies at the intersection of taxation, financial reporting and corporate finance. She will likely spend her term looking at the economy-wide implications of emerging and expiring tax regulations.

Seven appointed to endowed professorships

Tina Carpenter, professor in the J.M. Tull School of Accounting, was named the Dan Smith Professor of Accounting. A pioneer in the area of active learning and a leading researcher in the field of auditing and fraud, she has been with Tull since 2004.

James Conklin, associate professor of real estate, was appointed to the ARK Professorship. He investigates the impact of mortgage markets and institutions, household finance and real estate finance on real estate markets. He joined Terry in 2013.

David Eckles, professor of risk management and insurance, was named the Thomas and Kristin Golub Professor in Risk Management and Insurance. His research examines insurance economics, policyholder behavior and accounting-based incentives of insurers. He joined Terry in 2005.

Szu-Han (Joanna) Lin, associate professor of management, was named the W. Richard and Emily Acree Professor. She investigates leadership and citizenship behaviors in the workplace and other organizations and joined Terry in 2020.

Santhosh Ramalingegowda, professor in the J.M. Tull School of Accounting, was named to the Deloitte Foundation Endowed Professorship. His research focuses on the impact of ownership structure, institutional investors and financial reporting quality. He joined Tull in 2006.

Julio Sevilla, professor of marketing, was named the L. Edmund Rast Professor of Business. His research focuses on consumer psychology and retail marketing. He joined Terry in 2013.

Meghan Skira, professor in the John Munro Godfrey, Sr. Department of Economics, was appointed to the Sara and Dan Boyd Professorship. She investigates health care and public health economics and joined Terry in 2012.



Faculty gather for finance conference

Finance faculty hosted researchers from half a dozen universities — including Yale, Stanford and the London School of Business — in September to share groundbreaking finance scholarship and first-class football.

It was the second year the Department of Finance hosted the UGA Fall Finance Conference. The first day featured top-ranked researchers presenting their work, with the second including a tailgate reception and a UGA football game.

“This year, we received more than 100 submissions to present, so it’s not easy to be here,” Zhongjin Lu, conference organizer and associate professor of finance, told participants as he welcomed them on Sept. 6.

Lu led a team of 15 finance faculty members who gathered to make the conference happen.

“This conference provides a forum to elevate the research of our UGA faculty as well as those from premier institutions around the world,” said John Campbell, the Herbert E. Miller Chair in Financial Accounting and head of the Finance Department. “It also ensures our faculty stay on the cutting edge of rapid advancements in the field of finance and can bring that expertise with them to the classroom for the benefit of our students.”



BUY A BRICK!

Cement your legacy and engrave your name as part of the Business Learning Community through the Terry College Brick Campaign. Your \$500 gift supports the Terry Excellence Fund, our most versatile resource. Bricks will be located in the Foley Courtyard.

To reserve your brick, visit:
gail.uga.edu/TerryBrickCampaign



WE'RE LOOKING FOR UGA ALUMS WITH UNTAPPED LEADERSHIP POTENTIAL.

Leadership Dawgs is a leadership development program available only to UGA alumni that teaches personal and professional leadership. The program, which includes two in-person meetings alternating between the University of Georgia in Athens and the Terry Executive Education Center in Atlanta, challenges participants to unlock their potential to:

- **Maximize** their leadership capacity
- **Optimize** their team's performance
- **Cultivate** a diverse professional network
- **Create** impact in the state of Georgia



**SCAN TO NOMINATE UGA ALUMS
OR YOURSELF!**



Terry College of Business
UNIVERSITY OF GEORGIA

profiles



Photo by Brian Powers

EV MVP | Page 28

EnviroSpark founder Aaron Luque (MBA '16) has a high-voltage bias for business

Bull(dog) Market

For three young alumni working on Wall Street, every day is a new adventure

**Intro by Gabe Vodicka (ABJ '08)
Photos by Richard Hamm (ABJ '08)**

Whoever dubbed New York “The City That Never Sleeps” must have been an investment banker. Working on Wall Street is a wildly demanding gig. Though markets generally follow some variation of the standard 9-to-5, for analysts, money managers and other financial professionals, the workday often extends well beyond the closing bell.

For those just starting out, this can mean sacrificing personal and social capital for the sake of, well, actual capital.

“The type of person a banking role attracts is willing to make that trade,” says William O’Gorman (BBA ’20), a high-yield credit research associate at J.P. Morgan. “I’m willing to sacrifice now for what is to come. We’ll see if it pays off.”

Taking advantage of programs such as the Student Managed Investment Fund and Corsair Society, which prepare students for careers in investment banking, graduates of Terry’s Department of Finance are ready for the Wall Street grind.

But what does that grind actually look like?

We invited O’Gorman and two other Big Apple-based young alumni — Jasmine Chen (BBA ’20), a senior associate at Citi, and Kevin Wong (BBA ’23), an investment analyst at UBS — to chronicle a working week in their own words.

The verdict? While shut-eye may be in short supply, there’s no lack of excitement in the City.

Finance grads Kevin Wong, Jasmine Chen and William O’Gorman (L-R) embrace the long hours and heavy workload typical for junior positions on Wall Street.





“The idea is to get in early enough to prepare for the day and stay until the work gets done.”



Monday, September 9

William O’Gorman: Monday wakeups are hard. Most people start with coffee, but I stick with water. It makes for long days, especially during busy weeks. I begin the morning with stretching or icing, focusing on the injury *du jour*. My aunt passed away from ovarian cancer, and I’m running the NYC Marathon to raise awareness and money in her memory. Common physio advice is “listen to your body.” My body is telling me not to run a marathon. But we press on.

Jasmine Chen: I start my day around 6:30 a.m. and check for messages that came through overnight. Since there’s nothing pressing, I make my way to a SoulCycle class. Two of the biggest culture shocks when I moved to NYC were the amount of walking involved in day-to-day life and the disproportionate number of people who are *really* into fitness. For these reasons, I can’t be caught slacking.

Kevin Wong: When I wake up, I already have emails pouring through from various deals teams. I live in the West Village, where my roommates and I found an apartment from a UGA alum who was moving into a bigger space. One of my favorite parts of my day is my walk to work in the Flatiron. It’s very peaceful. It lifts me up regardless of my mood.

WO: All juniors make it to the office before 7 a.m., and our morning meeting kicks off at 7:15. Our job in research is to ensure we’re up to speed on any overnight or morning news and to communicate anything to sales and trading that might affect bond levels. No major headlines this morning, although one of our companies reported results on Saturday. One benefit of a public market-centric position is hours are largely based around market hours. Work-life balance varies, but I’ve been fortunate to have more weekends off than on.

JC: I decide to walk because it’s a beautiful day — this is one of the best times of the year in New York, when there’s a slight chill in the air and everything feels alive. I arrive at the office at 9:30, and the first thing I do is grab an energy drink from the marketplace in the Citi lobby. “I should really cut back on caffeine,” I think, as I purchase a week’s worth of energy drinks.

WO: Despite the slow morning, there is a lot to be excited about. My co-worker pings me to let me know our favorite breakfast station has hash brown patties. This is a one-to-two times per quarter occurrence — morale is immediately boosted! It’s also employee appreciation week, which kicks off with a Q&A between employees and J.P. Morgan CEO Jamie Dimon.



“One of my favorite parts of my day is my walk to work.”

JC: I respond to emails and write my to-dos for the week in a notepad. I'm working on three mergers and acquisitions deals and a number of pitches and accounts. They typically are not all active at the same time, but it seems my clients are feeling reinvigorated post-Labor Day. There's a couple of emails requesting first-year analysts to help out on projects. I assign those and ruin a couple of people's mornings. (Happy Monday!) My managing director also has edits to a pitch deck. We think a company is poised to be bought soon, and we've spent the past year pitching to potential buyers. It's my turn to review the deck and ensure everything is perfect ahead of the client meeting this afternoon.

WO: An analyst at a money manager is ramping up on a heavy-duty automotive supplier. He sends a list of topics and I work my way through, refreshing myself and re-learning automotive mechanics. (I can barely change a lightbulb, so how a car is built and what parts it requires does not come naturally.) Afterward, I plug away at updating models and projections for publications we're working on. Today is quiet, with work punctuated by occasional pings from my managing director or clients, and office discussion following the first week of NFL football.

JC: I am in the diligence stage of one of my M&A deals, where the buyer and seller are — diligence-ing? — to ensure everything is in order, so most of my afternoon is diligence calls. Mid-afternoon, an Australian client wakes up and the emails flood in. We're doing a lot of work on a potential buyer: Who are they? What do they do? How have they been performing? How much are we worth to them? Does this combination make sense? I work well into the night with the Australian Citi team — we divide and conquer.

WO: I head out at 6 p.m. There are no set hours for my job. The general idea is to get in early enough to prepare for the day and stay until the work gets done. Sometimes that's 5 p.m., and sometimes it's midnight. I often know my busy weeks in advance, although bond or loan deals can add volatility. I head to my apartment gym, then pick up dinner a few blocks away.



“This is one of the
best times of the
year in New York.”

Tuesday, September 10

JC: I awake in a panic. My MD has client meetings in Europe, so I’m up early in case of any last-minute changes to the discussion materials. My morning is a scramble, as several senior bankers have comments we have to address in a short amount of time — we call this a “fire drill.” The upside is I’ve crossed another item off my checklist by 8 a.m.

WO: The morning gets going and never really stops. I start by investigating some overnight headlines and delivering the morning packet to the high-yield sales group. My MD is usually in by now, but a disabled bus has caused a standstill in the Lincoln Tunnel. Some members of our group are delayed, but luckily my MD is adept at working from his phone.

KW: As I arrive at the office, it’s clear we’re in for another busy day. Meetings are lined up back-to-back as we tackle different workstreams for a client looking to expand its portfolio. The atmosphere is buzzing, which is a nice change after a very quiet summer.

JC: I run downstairs to grab lunch. Some may find this a controversial take, but it’s my belief that the Citi cafeteria deserves a Michelin Star. They have a wide variety, and it’s a quick, affordable option. At my desk, I hop on a call with the advisors for one of my M&A deals. It’s an ambitious timeline with a mid-October announcement, so it’s important for all parties to stay coordinated on workstreams and next steps.

WO: Before I can start on my MD’s request, BMW has come out with guidance on a faulty part and weak demand in China. We need to find out: How much exposure do our companies have to BMW? Which of our companies have exposure to China? Which of them have exposure to the part supplier? While I’m tracking down answers, a supplier announces a refinancing. We’re not leading the deal, but a client asks for my thoughts, so I take a few minutes to hit the main points. I pick up lunch and get back to the BMW deep dive.

JC: In the evening, I tune in to the presidential debate and have it on in the background as I work through client materials. Every election year results in volatility in this industry, as the next administration sets the tone for the regulatory landscape. The outcome may impact some of my deals, so I make sure to listen to see if anything may be useful.



“Working a 15-hour day seems hard, but everything is risk and reward.”

Wednesday, September 11

JC: I pass the World Trade Center and 9/11 Memorial on my walk to the office. There’s a gravity surrounding the area every day, but especially today. At the office, I start working through a client’s financial projections and spend most of the day reworking it into a bottoms-up model, where I can adjust any operating assumption and have that flow through the forecast.

WO: My MD is going to speak on the automotive headlines at the morning meeting, so we make some final tweaks to our one-pager. Post-meeting, we make a couple more tweaks and send it to traders. I missed a company earnings call last week, so I listen to the replay and send notes to my MD.

JC: My co-workers try to entice me with the prospect of a sit-down lunch (or SDL, as we call it), but with how busy the team is, we decide the responsible, adult thing to do is pick up lunch from a sandwich shop down the street. I keep an eye out for a celebrity sighting — one of the many perks of working in Tribeca — but today proves to be uneventful.

WO: I meet Richard, the *Terry* magazine photographer, and we head toward my neighborhood. We’re a few seconds late crossing the street at an intersection, which earns us several choice words from a woman on a bike. I don’t mind. Truthfully, I think most New Yorkers are very kind. But I’ve learned there’s a stark contrast in communication style versus the South, and to be happy here, you can’t take things personally.

JC: At 5 p.m., a bell signals “Fun Wednesday” has begun, which is where my group buys an assortment of snacks and gathers in the kitchen to mingle. “It’s bulking season,” I whisper to myself as I grab half the can of chocolate Pirouette wafers and sneak back to my desk. I make eye contact with one of my MDs, who has his own collection of chips and cookies in hand, and we silently agree to not speak about it.

KW: I end up working late into the night — until 3 a.m., to be precise. As I finally pack up, I feel a mix of exhaustion and accomplishment. Late nights can be brutal, but having other people around me helps me finish my work. It’s almost like an extended high school where everyone is pushing themselves to take multiple AP classes, and you try to keep up.



“The past four years have been some of the most rewarding in my life.”

Thursday, September 12

WO: It's my turn to oversee a group-wide weekly publication, so after the morning meeting I make sure everyone is aware of their responsibilities. Mid-morning, my MD and our investment-grade counterpart decide the automotive headlines warrant publication. In this instance, the senior analysts handle most of the text, while the other junior analyst and I handle data gathering, chart formatting and proofreading.

JC: My first order of business is a coffee chat with a first-year analyst — she asks me for advice. Four years in banking officially grants me “ancient elder” status, so I'm happy to pass on my infinite wisdom. At age 26, I'm the second-most tenured woman in my group, and as much as I love to joke, the lack of female representation in senior positions across Wall Street is a reality — one many banks are trying to change with hiring initiatives and leadership programs.

WO: Our group head buys Chick-fil-A for everyone, and morale is up again. You wouldn't believe how excited well-paid financiers get for free things. I once saw two middle-aged men pull rank after one accused the other of cutting in line on ice cream day.

JC: My MD has a meeting scheduled with a client, so in the afternoon I work with my analyst to pull together draft materials to guide the conversation on what strategic alternatives they could pursue next. I worked on this client's divestiture last year, so it's been interesting to see the long-term impacts a deal has on a company.

KW: We manage to wrap up major workstreams early, allowing us to take a well-deserved break for lunch at Madison Square Park. After lunch, there is a group happy hour funded by a data provider. Their team is really friendly, and it's nice to talk to people you don't see for 12-plus hours in the office every day.

JC: Typically on Thursdays, if a majority of my co-workers wrap up at a reasonable hour, we grab dinner and drinks at a local spot. We call it “Transpo Thursday” because we think it makes us sound cooler. (It doesn't.) Unfortunately, it's a busy time for everyone, so Transpo Thursday will have to wait.

WO: At 10 p.m., I'm in the permissible time frame to Uber home on the company's dime, but I haven't been outside all day, so I'd rather walk or bike. As I leave the building, I see two young women dressed for a night out — I can't imagine what they're doing at 47th and Vanderbilt. A block later, I see two banker types walking toward the building. I throw on an indie playlist and hop on a Citi Bike. There's something wrong with the bike, so it ends up being more walking than biking. I eat, take a shower, ice my knees and am in bed by 11:45.



Friday, September 13

JC: Fridays in the office are quieter. We're on a hybrid schedule of four days a week in person, but I typically head in if I have a lot of work (or if I'm feeling chatty and looking to distract my co-workers). Today, I keep iterating the various workstreams and discussion materials I worked on throughout the week.

KW: After a long week at work, I'm excited to catch up with some college friends this weekend. We're going to the Yankees game, and we'll catch the UGA game at the Georgia bar in Midtown. It's another reminder of how grateful I am of the UGA community here in NYC — a piece of home away from home.

JC: In the afternoon, I meet Richard for a tour of the neighborhood. It's the perfect day, mid-70s and sunny. I show him some of my favorite spots and point toward Taylor Swift's apartment mere blocks away. Later, I grab dinner with some UGA friends and reminisce about the good old days. There is work to do for meetings early next week, but I decide that's a Sunday problem.

“I wouldn't trade it for anything.”

WO: The end of a long week. Working a 15-hour day seems hard, but everything is risk and reward. Working long hours on a sustained basis is unhealthy. But it's also an opportunity to learn in two years what someone else might learn in four or five. The type of person a banking role attracts is willing to make that trade. I'm willing to sacrifice now for what is to come. We'll see if it pays off.

JC: This was one of the busiest weeks I've had in a long time. This job is unpredictable. It can be challenging, and it requires sacrifice. But the past four years have been some of the most rewarding in my life. I've met smart, interesting people, learned more than I could've ever imagined, and done it in the best city in the world. I wouldn't trade it for anything. ■



What's the big deal about big data?

With the Ivester Institute for Business Analytics and Insights, Terry expands its focus on a crucial component of modern business

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

Big data keeps getting bigger.

With an estimated value of about \$300 billion — and projected to flirt with the trillion-dollar mark within a decade — the data analytics market is one of the fastest-growing worldwide.

From Instagram's algorithm to Amazon's pricing strategy to a hospital system's patient records, information storage and analysis enhanced by technologies such as artificial intelligence has disrupted entire industries and altered the way we create, consume, connect and even receive care.

With this sea change come pressing questions of how data should be effectively and ethically harnessed in the pursuit of growth and innovation. For business schools, this presents a challenge and an opportunity.

"We're committed to preparing graduates to be successful in a professional landscape that is evolving rapidly," says Terry associate dean Santanu Chatterjee, who heads the college's Full-Time MBA and Master of Science in Business Analytics (MSBA) programs. "A crucial component is ensuring our academic offerings, faculty research and community outreach embrace the intersection of big data, artificial intelligence and business."

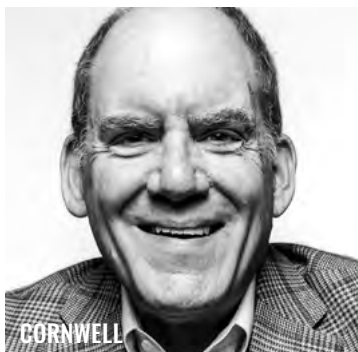
Data science is a long-established strength of the Terry College, which in addition to the MSBA offers an MBA concentration and undergraduate area of emphasis in analytics, as well as the Master of Marketing Research program, an industry leader in data-centric learning.

In 2023, the college launched the Center for Business Analytics and Insights to unite these efforts and expand opportunities for faculty collaboration and experiential learning. This fall, with support from former Coca-Cola Company CEO Doug Ivester (BBA '69) and his wife, Kay, the center was elevated and renamed the M. Douglas and V. Kay Ivester Institute for Business Analytics and Insights.

It's the next chapter in the college's goal to solidify analytics as a key component of its mission.

"The Ivester Institute creates a unique platform to execute our analytics strategy," says Chatterjee, "and it enables Terry graduates to be effective leaders within their organizations and communities."

Across the college, faculty are up to the challenge, pulling back the curtain on big data and ensuring Terry grads are well prepared to thrive in the next era of the Information Age.





Making better decisions

“I’m an economist,” says Chris Cornwell, “so I’ve never *not* been interested in data.”

As the inaugural director of the Ivester Institute, Cornwell is responsible for coordinating its efforts across Terry departments and majors.

It’s a responsibility he doesn’t take lightly.

“One challenge in communicating what we’re doing is that these terms mean different things to different people,” he says. “You can think of ‘business analytics’ or ‘data analytics’ as category headings that a lot of things go in. And there are so many valuable takes, whether you’re talking to an economist or an accounting person or a marketing person.”

Regardless of who’s talking, better information means “we can develop better stories in response to questions, from predicting outcomes to establishing causal linkages from observational data,” says Cornwell. “Those are all things that would have been much harder even 10 or 20 years ago.”

Indeed, the pace of change over the past few decades has spread interest in — and access to — data from far-flung corners of the academic and business worlds.

“It’s really a story of technology,” Cornwell explains. “Lots of things have been developed along the way, new techniques and better machines to analyze data. And those things have become so widespread. It offers the opportunity for anybody in any discipline to access information.”

The unifying factor across a B-school curriculum, he says, is better understanding of technology’s capabilities, limitations and implications leads to better decision-making by people in leadership roles — which leads to better business.

“Understanding data can help decision-making in any context,” says Cornwell. “So, where this lands with students at every level is being able to learn about how the world works and make better decisions.

“It’s about learning from data,” he continues. “I want students to focus on two kinds of questions. The future — what’s going to happen? And then, what can we do about it? Every person wants to know something about the future and what they can do about it. Who doesn’t care about that?”

**“Understanding
data can help
decision-making
in any context.”**

“My objective is for students to develop an analytics mindset.”

Doing the ‘dirty work’

Before she took over as director of the J.M. Tull School of Accounting this summer, Margaret Christ was known far and wide as an analytics advocate.

For her efforts developing data-driven teaching materials that have since been adopted by educators worldwide, she received the American Accounting Association’s Innovation in Accounting Education Award in 2020.

“My objective is for accounting students to develop an analytics mindset — the ability to think critically about a business issue and identify a way to analyze it to solve a problem,” Christ said upon taking the reins at Tull.

“We have worked to infuse data analytics in all of our courses to some extent, and we also have several classes focused on analytics specifically,” she says. “In the last 10 years, the accounting profession has shifted toward really being data-driven.”

In fact, accountants play a key part in the analytics pipeline, Christ explains: they do the “dirty work” of analyzing, interpreting and translating data for decision makers. They are, in a way, the most human component in a world of ones and zeroes.

“For our accounting students, we talk a lot about their key role at the front and back ends of the whole process. They are the ones who can translate the business question into the specific data that needs to be analyzed to answer that question. Then they take the results of the analysis and communicate them to key stakeholders.”

It’s also essential that auditors have a strong understanding of the technologies their clients are using to collect and analyze information, Christ says.

“The assurance providers are the ones verifying that clients’ data is correct and reported appropriately. So they have to understand all of the technologies and analyses their clients are conducting.”

Christ says the Ivester Institute will allow Terry faculty to unite around this complex but crucial component of modern business.

“In each of our departments, we have faculty who are thinking about this quite a bit, but it has been up to us to network and find peers who have similar interests,” she says. “So it will be really exciting to have a more organized meeting place for us to share our knowledge and experiences. It will also help us coordinate our courses in a way that will really benefit our students.”





“We are only scratching the surface of what’s possible.”

Living with machines

Jerry Kane has been studying emerging technologies such as artificial intelligence for decades. But even he was awed by the radical advancements of the past few years.

“Generative AI is doing some pretty remarkable stuff that we never thought computers were going to be able to do,” says Kane.

Kane, a digital transformation expert who joined Terry in 2022 as part of a university-wide AI hiring initiative and was named head of the Department of Management Information Systems in January, says this only raises the ceiling of what’s possible.

“We’re in the first inning of a nine-inning game,” he says. “We are only scratching the surface. Partially because the technology is not there yet, but also because we haven’t really figured out the best use cases for it.”

Which is to say: If you think ChatGPT and Gemini are cool, wait till you see what’s next.

No tool has upended data collection and analysis quite like AI. Still, its rise has led to heady questions: How do we make sure it’s free of bias? Can we maintain privacy? And will algorithms ultimately replace the human element?

“We’re at a unique juncture in that we’re shaping these digital tools that are going to have a massive influence on the world,” says Kane. “And unless we think about the social and ethical implications, we could end up with a society that is worse off, rather than better off.”

It’s inevitable that AI will change the work landscape, Kane says, including automating some jobs now done by humans, but it will also create new opportunities and “supercharge” some of the most common careers.

“AI won’t replace doctors,” Kane says. “But doctors who use AI will replace doctors who don’t use AI. AI won’t replace managers, but managers who use AI will replace managers who don’t use AI. And I think you can say that across most fields.”

In fact, a recent study by the International Monetary Fund found AI is likely to impact 40 percent of jobs globally, with the number closer to 60 percent in advanced economies such as the U.S.

The Ivester Institute can help ensure tomorrow’s business leaders are prepared for this shift, says Kane.

“What I can do is try to educate students to maximize the benefits and minimize the detriments. ... They’re going to be the ones coming up with regulations and policies and choosing how we use it from a business perspective. It’s important that they have that knowledge, because we’re training the people who are going to be making those decisions.” ■



About the Ivester Institute

This year, the University of Georgia received a \$5 million pledge from Terry College of Business alumnus Doug Ivester and his wife, Kay, to fund an institute to harness the full potential of the Terry College analytics initiative.

Housed in the Terry College, the M. Douglas and V. Kay Ivester Institute for Business Analytics and Insights (IIBAI) aims to centralize and expand analytics throughout UGA's business education. The Master of Science in Business Analytics (MSBA) and undergraduate Area of Emphasis in Business Analytics will be overseen by the IIBAI, which can support and enhance these programs to ensure they meet Terry's strategic goals and student needs.

The IIBAI builds on the Center for Business Analytics and Insights, which began in fall 2023. It can do more as an institute, such as providing an organizational base for university mission-related activities in one or more academic areas and pursuing interdisciplinary research involving faculty and students. The Institute will also be able to more effectively engage in the business community, propose new programs, courses and trainings, and hire the faculty necessary to staff them.

Doug Ivester graduated from UGA in 1969 with a bachelor's degree in accounting and now presides over Deer Run Investments LLC. He was elected chairman of the board and CEO of The Coca-Cola Co. in 1997 and retired in 2000. He is an emeritus trustee of the University of Georgia Foundation, a trustee of Brenau University and a director of the Melvin Douglas & Victoria Kay Ivester Foundation. The Ivesters are tireless supporters of the University of Georgia and the Terry College. In 2019, the college dedicated Ivester Hall, one of six buildings comprising UGA's Business Learning Community.

PROFILES: AARON LUQUE

CHARGED

Aaron Luque (MBA '16) amps up the electric vehicle industry with a save-the-planet philosophy and a very Terry touch

Story by Charles McNair | Photos by Brian Powers

hoochee Ave NW

ENVIRO
SPARK

Electric Vehicle Charging Experts

UP



It wasn't your typical honeymoon.

Aaron Luque and his new bride, Stephanie, had become friends, then more, at Georgia Tech during his undergraduate and her master's studies. Aaron had co-launched his own business, Remetco, in 2007, a recycling company focused in the health care sector, after a stint at Georgia-Pacific. Stephanie had served with the U.S. Department of Commerce and at the U.S. Embassy in San Jose, Costa Rica.

By the time they married in 2014, the couple had saved up enough Delta SkyMiles and Hilton Honors Points to finance a nearly four-month, nine-country honeymoon, starting and ending in Atlanta.

They bonded, too — but not in the way you'd expect.

"We sat on a beach in Bali and drew up a business plan," Luque says with a laugh, "like all couples do on their honeymoon."

The business plan was electric.

"We workshopped ideas for something entrepreneurial and good for the planet, looking at solar and energy storage and retrofitting LEDs," Luque says. "Then Stephanie turned me on to electric vehicles (EVs). She brought up what was happening with Tesla and Elon Musk, who few people had heard of just 10 years ago."

Aaron grew intrigued.

"The more we looked into EVs, the more it seemed clear that a transition to an all-electric future in the auto industry would be a good thing," he says. "No matter your political leanings, there are so many benefits we could all share if cars on the road were electric."

Their niche?

Electric vehicles needed charging stations. Lots of them. Wherever cars could drive or park.

In 2014, with just \$5,000, the Luques jump-started EnviroSpark Energy Solutions, an EV charging station venture. Aaron went customer to customer offering to install, by hand, their first charging stations.

A decade later, EnviroSpark oversees more than 8,500 chargers across North America. The company boasts nearly 150 employees and holds more than 50 operating licenses in 20-plus states. Luque has locked down \$65 million in investment funding and has contracts with Tesla, Georgia Power Co., Starwood Capital, Rivian, IHG, Waffle House, RaceTrac, Shell, the federal government and many others.

In short, EnviroSpark has put a charge into the nascent EV industry.

"There was a time when the fate of EVs was in question," he reflects, "but that time has passed. At this point, the future of the auto industry is EV."

Mission: Make a difference

Luque's grandfather immigrated to the United States and launched a taxi business after Fidel Castro took power in Cuba.

"I remember as a kid traveling to Florida to visit my relatives," Luque says. "My grandfather, dressed in a driver's uniform, would drive me around in his limousine."

Luque's father wore a uniform too. Aaron was born in 1983 during his dad's U.S. Army assignment in Anniston, Alabama. A subsequent tour took the family to South Korea before his father left the service to settle in Atlanta.

Luque seems to have simultaneously absorbed his grandfather's taste for the entrepreneurial and his father's military discipline.

"Also," he adds, "the military life exposed me to different languages and cultures. That really has kept me from ever being comfortable in a bubble. I always try to look at multiple sides of things and see different cultural perspectives and mindsets."

An inquisitive child, Luque loved science-fiction movies and books. A favorite theme surfaced early.

"I was always inspired," Luque says, "by the stories of people without a pedigree who made something of themselves despite the hand fate dealt them."

That underdog impulse carried over to sports, where Luque showed a special talent for games played with rackets. In his undergraduate years, he discovered an unlikely one: squash. Always seeking matches with better players, Luque made himself good enough to rank 26th in the world in squash doubles play.

Family experiences, schooling and athletics blended to form a strong worldview.

"When I was really young, we stayed with relatives in a cabin in the North Carolina mountains," Luque recalls. "We went out to look at the stars in the night sky."

"I remember it as overwhelming, almost incomprehensible, a scale nearly too huge for the human mind to grasp. That memory stuck. We have all this beauty in the universe... and we're all stuck here on this little rock."

"I feel almost sheepish saying this — it sounds so cheesy — but it's true. I decided at that early age to find something to do with my life that would make a difference here in the world. I wanted to be a good link in the chain of human progress by helping make things better for my kids and for future generations."

Terry training

Luque already had EnviroSpark taking baby steps when he enrolled at Terry to pursue his Executive MBA. He also had hands-on business experience as a 50/50 partner in Remetco.

"I knew I had a knack for strategic planning and business development," Luque says, "but my partner handled finances and the administrative side of things. I was passionate about what I did, but when it came to general financial understanding — doing P&L, reading a balance sheet, managing bank reconciliations and cash flows — I really didn't know so much."

A Terry MBA would fill in the blanks.

"I didn't go after my MBA to move up any corporate ladder," Luque explains. "I just needed a deeper and more holistic understanding of basically everything to do with starting a business, so I didn't have to rely on other people or end up being a dispensable cog in a wheel somewhere."

In his favorite Terry course, Luque and classmates launched imaginary enterprises.

"We ran simulations that showed how things worked when we set up different pricing structures or redesigned the supply chain or spent more on automation," he explains. "It was really fun to compete in those scenarios, to play with the different levers, to see what other people did, their good — or bad — ideas. What happened if you turned this knob over here? You saw the impact it had over there if you did it right."

"Three rounds of fundraising for EnviroSpark and \$65 million later," Luque says, "what I learned at Terry really came in handy."

EnviroSpark oversees more than 8,500 chargers, has nearly 150 employees and holds more than 50 operating licenses across North America.





“EVERY TIME SOMEBODY SEES
ONE OF OUR STATIONS, THAT
PERSON GROWS A LITTLE
MORE COMFORTABLE WITH
THE IDEA OF GETTING AN EV.”

First wins with Tesla

As the Luques set out to create their EV charger business, they found two major roadblocks.

“We made raising awareness and increasing charging accessibility the core foundation of our mission,” Aaron says. “That hasn’t changed to this day.

“We do whatever we can to get the word out about the benefits of EVs, and we’ve built our business around deploying stations wherever we could so people have easier access to charging. The idea is that every time somebody sees one of our stations, that person grows a little more comfortable with the idea of getting an EV.”

Luque planted his \$5,000 seed money in exactly the right places.

“We first identified the big players trying to do big things that aligned with our mission, and then we figured out how to support them as a small, nimble startup,” he says. “We owe a lot to our two earliest major partners, Tesla and Georgia Power.”

Luque taught himself how to install a Tesla charging station, then went to their newly opened showroom in Atlanta.

“I begged them to let me install the charger at people’s houses when they bought a Tesla,” he recalls. “They finally gave me a chance, and we’ve been working with Tesla ever since.”

The home installations turned into commercial installations, first locally, then regionally, then nationally, then internationally. (EnviroSpark has several hundred installations in Canada.)

“Wherever Tesla needed to find locations for their network, we helped find site hosts for their chargers,” Luque says. “We designed the construction projects to build them, and then we installed and maintained the charging setups.”

EnviroSpark soon became one of the largest installers (by number of stations) for Tesla in the United States. “That experience put us in position to help deploy national charging networks for many other groups,” Luque says.

A surge from Georgia Power

Within a month of starting EnviroSpark, Luque by chance linked up with GPC’s newly created EV charging program team.

“I would help GPC find projects to fund its incentive programs, then design, construct and maintain those locations,” Luque says. “GPC has since been through multiple EV-focused incentive programs, and EnviroSpark has been a key partner in each rollout.”

Todd Allums coordinated energy transportation projects for GPC when Luque first came calling. Allums became a true believer in the young entrepreneur — so much so that he joined EnviroSpark in 2023 as director of utility relations and programs.

“Aaron’s sincere drive and commitment to improving EV charging infrastructure cannot be denied,” Allums says. “He stands out due to his focus on educating and addressing the key barriers to EV adoption. His well-planned approach not only ensures accessibility and reliability of EV chargers for all drivers but also demonstrates the dedication he has to environmental sustainability and technological progress in this space.”

Another big break for EnviroSpark came in 2020 when Luque decided to raise funding to pilot a new offering and business model. He was able to convene “a few high-net-worth Atlanta business leaders,” as he puts it, to hear his team pitch the idea.

“It was straight-up ‘Shark Tank,’” Luque says. “They were gracious enough to hear us out, which led to us closing a small seed round of about \$500,000. That let us prove the business case for a new business model, which led to subsequent funding rounds.

“It all started with those first clients and this small initial group that was willing to give us a chance,” Luque says. “For that, we will be forever grateful.”



EVs are here to stay

A *Fast Company* article in May speculated that by 2030 EVs in the U.S. could make up 60 percent of cars on the nation's highways — as many as 26 million vehicles. The Biden administration pledged \$5 billion in federal money to create a public network of 500,000 EV chargers by the end of the decade.

States have seized on this opportunity. Gov. Brian Kemp declared an intention to make Georgia “the electric mobility capital of America.” In 2023, Hyundai and LG Energy Solution joined forces on a massive, multibillion-dollar EV and battery plant near Savannah.

Companies such as Ford and even Tesla readjusted production as reality shapes demand, but it appears EVs — and the charging stations they need — are here to stay.

So is EnviroSpark.

Just one day after EnviroSpark completed its round of investment funding, Tesla's mercurial founder Musk announced the closing of its Supercharger network. Luque immediately began hiring former members of the experienced Tesla team — a windfall of talent.

“This is the single greatest talent acquisition opportunity since I founded EnviroSpark,” Luque wrote. “Tesla had been able to scale their charging infrastructure due in no small part to the talented employees on the Supercharger team. We're looking to bring on as many of these highly skilled individuals as possible to achieve our ambitious growth objectives.”

Luque especially sought people with deep skills in targeted growth areas, like residential mixed-use housing and condo complexes where millions of Americans could plug in at the

end of a workday, then charge out into the world the next morning in an EV with a full battery. The EnviroSpark team also searches for ways to support customers through a growing number of tax incentives, rebates and subsidy plans offered by governments and businesses.

Stephanie Luque credits part of EnviroSpark's success to her husband's intangibles.

“I think Aaron's unwavering confidence in himself, along with his quick-witted and creative problem-solving skills, give him an edge as an entrepreneur,” she says. “I have watched Aaron time and time again navigate complex circumstances in a room full of people, honing in on a specific problem, then workshopping a solution on the spot.

“I think that's key to being a successful entrepreneur. It's not just the creative ways one approaches business ideas and markets, but also how you deal with unexpected problems and find creative solutions.”

Clearly, Luque has a high-voltage bias for action. His advice to budding Terry entrepreneurs?

“Just go to work,” he says. “I've seen a lot of smart people with great ideas, but what prevented them from being superstars was that they didn't get busy.

“Perfection is the enemy of progress. If you meet an entrepreneur whose startup went straight to the moon without making any changes along the way, I'd love to hear about that. I always take action with confidence that it's going to work... and if it doesn't, I learn from the experience and keep trying different approaches until I figure it out.” ■

community



Photo by Brian Powers

Good Company | Page 36

UGA Executive Education helps corporate teams thrive

NEIGHBORHOOD *Goods*

Prince Market brings milk, bread and community to downtown Athens

Story by Merritt Melancon (ABJ '02, MA '19)

Photos by Richard Hamm (ABJ '08)

Downtown Athens, Georgia, has seemingly everything: art and music, quirky shops and a world-class food scene.

What it didn't have until a year ago was a grocery store.

Saaan Patel (BBA '20) envisioned Prince Market, which opened in 2023 near the corner of Prince Avenue and Pulaski Street, as the everyday grocery store for the thousands of people who moved into nine new apartment complexes built downtown over the last decade.

"Before we went into it, we did a lot of research and we found this area was already considered a food desert by the U.S. Department of Agriculture," says Patel, who majored in

finance at Terry but grew up working in his family's network of retail shops and motels. "We wanted to build something the community needed and were very excited about the possibilities. There's nothing really like this near here."

"We wanted to build something the community needed."

As Americans put off starting large families and change the way they think about their neighborhoods and shopping, micro-markets — local grocery stores between 2,000 and 3,000 square feet — are disrupting larger grocery retail models, according to a recent white paper by Deloitte.

Marketing research shows shoppers increasingly favor products reflecting their identity and perceived as more authentic, says

Sarah Whitley, an assistant professor of marketing at Terry who studies customer emotions. It makes sense, then, that they would flock to a bespoke grocery store catering to their needs.

“There is a push to focus on the customer experience,” Whitley says. “One way you could think about this is the creation of smaller stores where people feel more catered to and it’s more interactive. ... That’s in response to people doing so much shopping online because if you’re going to get people out of their homes and into a store, you’re going to have to give them something a little extra.”

While the locally focused grocery concept Patel and his family wanted to launch is becoming more popular, it’s still uncommon in the Southeast.

When a space in the mixed-use development at 100 Prince Avenue opened, Patel leaned into the connections and confidence he gained at Terry to help make the store a reality.

He says lessons about time management and leadership were the most effective.

“Terry was great,” says Patel, who manages part of his family’s network of motels in addition to getting Prince Market on solid ground. “I was a little scared going in, but you just have to be on top of your scheduling and the management of your time. ... I learned a lot about staying on top of what needed to be done. It helped prepare me for my working life and as we launched this store.”

Patel tapped a classmate, risk management and insurance graduate Ryan Vetter (BBA ’20), to help get the store off the ground. Now that it’s up and running, Patel’s younger brother, Yash, runs the day-to-day operations.

When planning began, the team knew it wanted Prince Market to have a sandwich shop, coffee bar and ice cream counter — but it also needed to be a real grocery store.

The challenge was to stock everything customers might need to make a quick dinner and do a load of laundry, but not



*“Athens is my town,
and this store is for
the people of
Athens.”*

Prince Market was a welcome addition to downtown Athens, which was previously considered a food desert by the USDA.

make it so big that shoppers got overwhelmed or it lost its identity, says Patel. To that end, they sell Georgia-made specialties such as cheese straws, pecans and locally-grown produce to strengthen that community bond.

“We’ve been in Athens for 20 years,” Patel says. “I went to school here. I live near downtown. Athens is my town, and this store is for the people of Athens. When you go to the store, the employees ask, ‘What were you looking for that you didn’t find?’ We want to do our best to make the store part of the downtown community.” ■



Executive Excellence

UGA's tailored programs elevate industry leaders in Atlanta

By Ed Morales

Atlanta is a city in constant motion. It spins around the Earth at 862 miles per hour — a fun fact for physics fans — but even that seems slow compared to the city's capacity for business. Home to 17 Fortune 500 companies and the world's busiest airport, Atlanta is a top metro for business professionals and startup ecosystems while also an international hub of technology design, implementation and innovation.

There's much to learn in a place with so much to do that not keeping pace leaves you behind. Top companies remain relevant and sharp by investing in people — and there is no better investment than education.

"It's great for people to be constantly growing and learning — it's incredibly important and sets people up to be leaders in the future," says Michele Lillard, the senior director of capability at Coca-Cola North America. "I believe we do this well at Coke, and there is always room for us to continue broadening our perspective to ensure we stay attuned to the broader macro environment, in addition to our business focus. The program we created is an opportunity to take an abstract

concept, interpret it, reassess it and relearn what's happening externally. It's been amazing."

Lillard's course, CrossTrainU, is a customized program developed with the University of Georgia Executive Education (EE) office and aims to build cross-functional capabilities with Coke employees across departments.

"We are intentional in listening to the challenges companies are having with corporate strategy and leadership development and finding ways to create programs to meet their needs," says Linda Read, director of UGA Executive Education. "We have the expertise to build new and specific programs to aid them in solving their problems and setting them on a path for long-term growth and success."

CrossTrainU, now in its third cohort at Atlanta's Terry Executive Education Center (TEEC), has seen 90 Coca-Cola employees exploring a general management mindset while discussing a variety of topics and functions affecting the company.

Earlier this year, TEEC hosted the third weekly session of the Sustainable Development Excellence (SDX) program, a training



effort EE created with pharmaceutical company Boehringer Ingelheim to help its employees become meaningful resources in sustainability. With sections on the environment, human and animal health and corporate critical thinking, the program paired engaged employees with seasoned UGA academics to promote better business practices.

“Boehringer and UGA have a 40-year history of partnering on multiple initiatives, so the foundation was already there,” says Boehringer Director of Sustainability Michael Murphy. “Compared to other organizations, with UGA, the excitement about co-creating something like this and seeing its value is exciting — no one had ever asked for this before. So, the desire and the passion around partnerships stood out.”

EE serves a number of leading custom clients annually — in addition to its thriving open enrollment programs — where participants come from across the country for specialized training.

“The UGA Executive Education team has been great in helping us make strategic recommendations on where the industry is going,” Lillard says. “We’re feedback-driven, and

they help us refine based on that feedback and are a strategic partner between us and the professors to make sure we’re constantly redefining what the modules can look like from an operational perspective. The team is incredible, and I know it always has it covered.”

Terry’s reputation — in addition to a strong UGA alumni presence in company leadership — was important for Veritiv Corporation choosing EE to facilitate its custom LEAD program. Focusing on a high-level overview of key business and leadership topics with a capstone project for 30 Veritiv employees per cohort, the program ensures the packaging solutions company equips its leaders with the lens to make sound business decisions.

“Communication is a key part of every executive role, and the LEAD program includes components aimed at refining verbal and written communication concisely,” says Nancy Whatley (BBA ’81), Veritiv’s senior director of global talent acquisition and learning. “It’s important to step out of your daily routines to see emerging trends and get the perspective from faculty who advise top organizations across different industries.”



Veritiv chose UGA Executive Education to facilitate a custom LEAD program for its employees.

The work done by Terry College faculty is key to EE's custom programs. Marketing associate professor Neil Bendle was one of three Terry faculty who led lectures for the SDX program, presenting a sustainable business case study about a New York bakery. Bendle was impressed by the participation of Boehringer's employees and the company's push to make it a rigorous event.

"Boehringer wanted to make this a meaningful examination of sustainability — they were committed to that," he says. "They didn't want superficial sessions — they wanted to get deeper into certain topics. The people were enthusiastic."

Meghan Skira, an associate professor in Terry's John Munro Godfrey, Sr. Department of Economics, led an SDX lecture on health equity and disparities and agrees with Bendle on the participant's contributions.

"They were very engaged. I wish we had even more time, given the high quality of the discussions," Skira says. "They were very curious throughout, but especially when I showed them examples of health disparities in the United States — many found the statistics and figures eye-opening."

Recent management education research shows custom EE programs created by business schools are more adept at responding to client needs than internal trainers, for-profit institutions and specialist consultants — a finding UGA's Executive Education proves daily.

"What landed us with UGA was thinking about what we were trying to achieve at Coke and wanting Terry's expertise and reputation to draw in our leaders by pulling professors in to teach them academic best practices," Lillard says. "It's thinking that can inspire, educate and raise the bar for our leaders." ■

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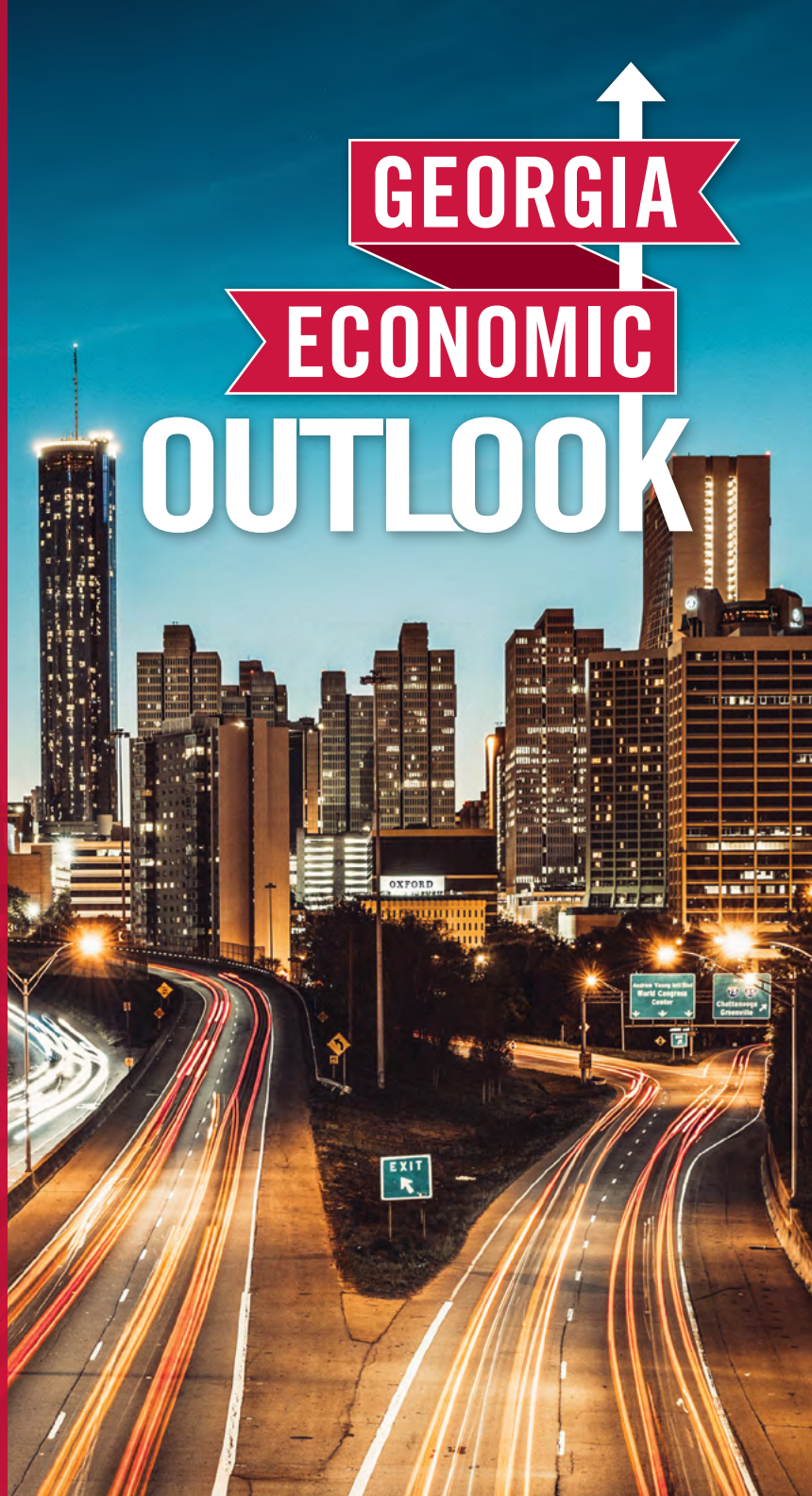
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COMMUNITY: FACULTY RESEARCH



Illustration by Shaw Nielsen

ROADBLOCK

ON THE INFORMATION SUPERHIGHWAY

Local corruption blocks businesses from digitization and global markets

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

Digital tools such as online marketing, payment processing and electronic bookkeeping allow even the smallest businesses to punch above their weight in terms of exploiting efficiencies and competing in larger markets.

So, why would any small business forgo these advantages? For many in Latin America, it may come down to bribery.

Corruption is more than just a societal ill — it damages the ability of communities to participate in the global economy, says associate professor of management information systems Mariana Andrade-Rojas.

“This has become a problem for the development of these economies,” Andrade-Rojas says. “In these countries, around 80 percent of employment is provided by small and medium enterprises, and they’re being left behind. That means the salaries of the workers are lower. The kind of benefits they offer are different. And the communities cannot move forward because of a lack of resources, lower sales and lack of advancement.”

Andrade-Rojas studies what keeps businesses from adopting new technologies and how some firms overcome those obstacles. Sometimes it’s a lack of resources. Other times, it’s an over-reliance on industry norms that are working “well enough.”

But there can also be external factors. In a recent study of small-to-medium-sized Latin American businesses, Andrade-Rojas found bribery was a major obstruction keeping firms from adopting digital technologies.

Her paper, “The Effects of Bribery on the Digitization of Small and Medium Enterprises in Latin America,” was published earlier this year in *Information Systems Journal*. Andrade-Rojas and her co-author, Michael Erskine of Middle Tennessee State University, built their study to elaborate on a series of World Bank Enterprise Surveys of 1,549 small- and medium-sized firms in six Latin American countries.

The World Bank conducts surveys in multiple countries, collecting data on technology use, access to capital and labor, firm size and age, manager experience, research and development expenses, exported goods, whether ownership is domestic or foreign and bribery pressure.

Using data from longitudinal surveys in Argentina, Bolivia, Ecuador, Paraguay, Peru and Uruguay, Andrade-Rojas and Erskine found exposure to bribery had a large impact on suppressing a business’s uptake of digital tools.

“We looked at the data and saw a lot of these businesses are not digitizing,” Andrade-Rojas says. “We wanted to be able to say, ‘Why not?’ Based on our analysis, one of the commonalities was bribery.”

In many communities, bribery can look like the cost of doing business more efficiently, she says, taking the shape of

unofficial fees a company pays to turn on electricity or internet services. Or it can be bolder, with local officials pointedly asking for monetary gifts.

Either way, when corruption is widespread in a community it becomes a ghost expense on businesses’ balance sheets, reducing the amount managers can invest in technology or training.

“These are mostly manufacturing firms, and they still rely on a lot of manual labor,” Andrade-Rojas says. “They do not necessarily need digitization to run their operations. So, when they need to cut something to account for money allocated to bribes, it’s going to be digitization investments first.”

However, even as the cost of digital tools has come down, most small and medium businesses resisted digitization. One reason? Digitization makes it harder for owners to hide the money they are paying for bribes.

“They know they have to operate in a corrupt system, so they don’t want to have digital records of (that) money,” Andrade-Rojas says.

We looked at the data and saw a lot of these businesses are **not digitizing**.

That’s becoming a liability as more federal and state governments require businesses to file tax documents digitally. And it’s already a liability in terms of market participation, Andrade-Rojas says.

“These firms cannot compete internationally and can’t collaborate with firms outside their communities, because there is always this problem of different levels of digitization,” she says. “International or larger firms cannot do business with these local firms because their records aren’t as transparent as they need them to be.”

Andrade-Rojas and Erskine also found the longer the tenure of a business’s manager, the stronger the tie between bribery and a lack of digitization. When managers are used to operating in a system that requires bribes, they’re more likely to accept it as the way business is done. They’ll opt to maintain the status quo thinking they’re doing what’s best.

Andrade-Rojas says better training of managers could help curb this impact and suggests businesses form cooperatives to advocate for good governance practices and ban together to resist requests for bribes.

Yet the largest takeaway may be for policymakers and advocacy organizations. It’s not enough to offer businesses in developing nations training and financing to help them adopt new technologies, Andrade-Rojas says. Without tackling corruption, these businesses will continue to be left behind. ■



COMMUNITY: FACULTY RECOGNITION



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SCHECTER



LITTLE



PFARRER



RAGIN



SCHMUTTE



TOWERY

A team from the Department of Management Information Systems — including associate professor **Marie Boudreau**, department head and C. Herman and Mary Virginia Terry Chair of Business Administration **Gerald Kane**, assistant professor **Jiyong Park** and lecturer **John Rios** — were awarded a \$20,000 grant from the UGA Office of the President for their project “Leading Georgia’s E-Mobility Innovation: Informing Research and Decision-Making.”

The U.S. Department of State Increase and Diversify Education Abroad for U.S. Students (IDEAS) Program awarded **Jennifer Chapman**, director of Terry’s International Business Programs and lecturer in the J.M. Tull School of Accounting, \$33,000 to help launch the college’s first study away program in Uruguay.

J.M. Tull School of Accounting Director **Margaret Christ** was one of 10 UGA faculty selected for the 2024-25 cohort of the university’s Women’s Leadership Fellows program. UGA established the fellowship in 2015 as part of the Women’s Leadership Initiative.

The National Science Foundation awarded **Martin Gervais**, professor

in the John Munro Godfrey, Sr. Department of Economics, \$23,089 to investigate the Great Depression through the lens of the Consumer Expenditure Survey. Gervais also received a \$10,500 Terry College Innovation Grant to help fund the study.

Akshat Lakhiwal and **Aaron Schecter**, assistant professors in the Department of Management Information Systems, received a \$27,615 grant from the UGA Office of the President to pursue their project “Developing Applied Institutional Ethics for the Age of AI: Interdisciplinary Approaches.”

Laura Little, Chick-fil-A Distinguished Professor for Leadership Advancement in the Department of Management, was named a Distinguished Winner of the 2024 Award for Responsible Research in Management. The Fellows Group of the Academy of Management and the Community for Responsible Research in Business and Management presented the award in recognition of her 2023 paper “Sensemaking Through the Storm: How Postpartum Depression Shapes Personal Work-Family Narratives.”

Mike Pfarrer, associate dean for research and executive programs and

C. Herman and Mary Virginia Terry Distinguished Chair of Business Administration in the Department of Management, was one of four UGA faculty selected as a fellow in the Southeastern Conference Academic Leadership Development Program.

The European Group of Risk and Insurance Economists recognized associate professor of risk management and insurance **Marc Ragin** with the *Geneva Risk and Insurance Review* Best Paper Award for his 2022 paper “Probability Weighting and Insurance Demand in a Unified Framework.”

Ian Schmutte, professor in the John Munro Godfrey, Sr. Department of Economics, received a \$179,996 grant from labor economics think tank Work Rise to fund a project investigating salary transparency in employment ads.

Erin Towerly, the KPMG-Atlanta Partners’ and Employees’ Professor in the J.M. Tull School of Accounting, was appointed to a one-year post as a senior economist in the White House Council of Economic Advisers (CEA) in Washington, D.C. She is the first accountant to be selected for such a post. ■

class notes



After earning her master of architecture, **Diana Courson** (BBA '21) joined DP3 Architects in Greenville, S.C., where she works in the firm's hospitality studio focusing on restaurant design.

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1965-69



Bugsy Graves (BBA '69) of Columbia, S.C., was inducted into the South Carolina Housing Hall of Fame, which honors those who have made a lasting contribution to the housing industry, their communities, the state of South Carolina and the nation. President of Colony Builders of Carolina, he has been involved in the design, construction and sales of more than 2,000 homes and serves as a commissioner on the South Carolina Residential Builders Commission.

1970-74

Lindsey McGarity (BBA '73) of McDonough was appointed to represent District 3 on the board of directors for the Henry County Water Authority. A longtime business leader in Henry County, he is the owner of McGarity Insurance, which he co-founded with his brother, John McGarity (BBA '68), in 1978.

Larry Benson (BBA '74) of Athens received the 2024 Alumni and Distinguished Friends Award from

the University System of Georgia Foundation. The award is given by USG to individuals who have demonstrated exceptional character, dedication and accomplishment in higher education. He is chairman and CEO of Benson's Inc.

1975-79

Billy Laube (BBA '77) of Greensboro received the 2024 Distinguished Alumnus Award from St. Pius X Catholic High School in Atlanta. Retired from Macy's after spending more than 25 years with the company, he recently served on St. Pius X's alumni board and presidential search committee.

Nick Doster (BBA '79) of St. Simons Island published *Don't Look, Ethel! Slices of Faith, Humor, Inspiration*, a book comprising funny and uplifting short stories from throughout the author's life. He has worked with Synovus for eight years and serves as a VP and retail market leader with the bank.

1980-84

David Holt (BBA '83) of Midland was appointed president of SilverBullet Price Page, a provider of cloud-based sales proposal software for residential HVAC contractors. The founder of Ultimate Service Systems, he was previously director of national accounts for National Comfort Institute.

Paula Mooney (BBA '83, MAcc '85) of Statesboro was appointed by Gov. Brian Kemp to serve a four-year term on Georgia's State Board of Accountancy. She is a senior accounting lecturer at the Georgia Southern University Parker College of Business.

Mike Ock (BBA '84) of Bowdon was named elections supervisor for Carroll County. He began his service in the county's elections office in January as a contractor. He previously worked in real estate management and sales and as a small business owner.

1985-89

Todd Bussey (AB '86) of Cedartown was appointed to serve as treasurer on the national board of the American Institute of Floral Designers. He is the founder of Bussey's Florist & Gifts, which he has owned and operated since 1987.

John Hall (BBA '86) of Macon joined Morris Bank as chief banking officer. A 38-year veteran with an extensive

background in Georgia banking, he previously served as president and CEO for Macon's American Pride Bank for nearly 15 years.

Richard Buttimer (BBA '87, PhD '93) of Jacksonville, Fla., was hired as dean of the Belk College of Business at the University of North Carolina at Charlotte. He joins the institution from the University of North Florida, where he served as dean of the Coggin College of Business for four years.

Jeff Hanson (BBA '87) of Valdosta was named CEO and president of Citizens Community Bank. A member of the bank's board of directors, he has 20 years of experience in the banking industry and most recently served as COO of IDP Properties, a real estate development firm.



Todd Bitzer (BBA '88) of Duluth joined Franklin Templeton as SVP and client advisor. A veteran business development leader, he has nearly 35 years of experience and was formerly a managing director for Lucid Management and Capital Partners.

Kevin Hurley (BBA '88) of Woodstock was promoted to CFO of the Metropolitan Atlanta Rapid Transit Authority (MARTA). He has worked for the public transit authority for 25 years, beginning as a financial analyst and most recently serving as deputy CFO.

Sandip Patel (BBA '88) of Tampa, Fla., joined the board of directors for Peak Bio Inc., a biotechnology company, and was named chairperson of the board's audit committee. An experienced leader in biotechnology, health care and



David Harry (*BBA '94*) of Decatur joined Catalyst Development Partners as CFO. He has nearly three decades of real estate experience, including leadership roles at Preferred Apartment Communities, Julian LeCraw & Co. and Wachovia Bank. He was most recently a partner with Harbour Real Estate Partners.

FinTech, he is the director of AtlasClear Holdings Inc. and chief growth officer for DataLink Software.

Kim Leggette (*BBA '89*) of Prosper, Texas, joined AF Group, an insurance holding company, as SVP of claims. He previously served as chief claims officer for Aviva Insurance and has also held executive roles for Kemper Insurance, AIG, Selective and Travelers.

Lynn Roberts (*BBA '89*) of Charleston, S.C., was appointed to serve as treasurer of the South Carolina Home Care & Hospice Association board of directors. She is a finance director with Roper St. Francis Home Health, where she has worked since 1996.

1990-94

Nancy Denson (*BBA '90*) of Athens was appointed to the Georgia State Ethics Commission by Gov. Brian Kemp. She has held several municipal roles in the Athens area, including two terms as mayor of Athens-Clarke County, and remains active in several advisory and community service roles.

Wayne Little (*BBA '91*) of Canton joined the Louisville, Ky., office of Blue & Co. as a principal. He has more than 30 years of experience in health care finance consulting and previously spent nine years with Forvis Mazars.

Matt Clark (*BBA '92, MAcc '93, MBA '04*) of Mableton was elected to the board of directors for the Georgia Motor Trucking Association and selected to the Leadership Council of the Georgia Society of CPAs. He is the founder of Veritas CFO, which provides fractional CFO services to companies in the transportation and logistics industry.

Kevin Maxwell (*AB '92*) of West Hartford, Conn., joined FCP Live-In, a live-in caregiver provider agency, as a care coordinator. He has 25 years of sales experience spanning multiple industries and was formerly senior director of sales operations for Best Life Caregivers.

Bill Sodeman (*PhD '93*) of Sturbridge, Mass., was selected for inclusion in Marquis Who's Who. A leader in adult education and corporate training with more than 35 years of experience, he serves as the chief learning officer at the Seven Hills Foundation in Worcester, Mass.



Barry Coates (*MAcc '93*) of Atlanta joined Hancock Askew & Co. as CFO. He has more than 25 years of experience in management consulting with a focus on the office of the CFO and was formerly CFO of Amacore.

Danette Beck (*BBA '94*) of New Rochelle, N.Y., joined Astrus Insurance Solutions as EVP and national director of broker operations. She previously spent six years with USI Insurance Services, most recently as head of industry verticals and national construction practice leader.



Steph Cohen (*MMR '95*) of New Milford, N.J., joined Clarus Care, a provider of patient communication services, as Northeast regional VP of sales. She has extensive experience in health care sales, formerly serving as market VP overseeing practice and hospital strategy at PatientPoint.

1995-99

Chris Messick (*BBA '95*) of Kamas, Utah, joined Summit Sotheby's International Realty as SVP for builder and development services, where he will lead the company's new development division. He has extensive experience in the real estate industry, most recently as a regional president with Engel & Völkers Park City.

Keith Credendino (*BBA '97*) of Peachtree Corners was named chief information officer for Macy's Inc. He joined the company in 2022 as SVP for technology product development and customer experience. Formerly, he held leadership positions at Inspire Brands and InterContinental Hotels Group.

Peter Kurto (*MBA '97*) of Prospect, Ky., joined private investment firm Angeles Equity Partners as an operating partner within the company's Angeles Operations Group. He has more than 20 years of leadership experience within portfolio companies and was most recently an operating executive at Monomay Capital Partners.

CLASS NOTES

Michael Bippus (MBA '98) of Roswell was named VP of acquisitions for Southeast markets at investment management firm S2 Capital. He has 25 years of investment experience and most recently served as managing director of acquisitions for Waypoint Residential.

Tinsley English (BBA '99) of Roswell released *Grit, Growth and Gumption*, a book designed for women to learn to lead themselves and others with confidence. She has 25 years of experience in the insurance industry, and is SVP of regional business insurance operations at Marsh McLennan.

2000-04



Chassica Braynen-Thomas (BBA '00) of Tucker was promoted to lead tech business management, operations strategy at AT&T, where she has worked for 14 years. She is also the founder and CEO of Braynen and Thomas RV, an RV rental operation.

Brian Dykes (BBA '00) of Atlanta was promoted to CFO of UPS Inc. He has held a variety of financial roles with the Sandy Springs-based shipping company for 25 years and most recently served as SVP of global finance and planning.

Beth Rivera (BBA '00) of Rogers, Ark., was promoted to senior director of supplier transformation at Walmart. She has been with the company for 23 years in various strategic and leadership roles, most recently serving as director of supplier transformation.



Ellie May (BBA '01) of Atlanta was appointed to serve as chief accounting officer for The Coca-Cola Co. She joined the company in May 2023 and also serves as SVP and controller. She previously spent two decades as an audit partner with Ernst & Young.

Rob Sparks (BBA '00) of Savannah joined Colony Bank as coastal regional president. He has over two decades of banking experience spanning various industries and most recently served as SVP and Savannah market executive for First Citizens Bank.

Russell Lawson (BBA '01) of Bozeman, Mont., was promoted to market president for Townsquare Media, a radio network and media company. He joined the company in 2022 as director of sales and previously served as a sales manager for Cox Media Group in San Antonio.

Todd Lowther (BBA '01) of Houston, Texas, joined Clifford Chance, a British multinational law firm, as a partner in the company's Houston office. He has extensive experience in the energy sector and was previously a partner with Shearman & Sterling.

Perry Revell (BBA '01) of Albany was elected to serve a three-year term on the board of directors of the Georgia Bankers Association. An Albany native, he is CEO of AB&T, where he has worked since 2011. He began his banking career in 2006 at SunTrust as a credit portfolio manager.

Ivy Cadle (BS '00, MAcc '02) of Macon was appointed as president of the State Bar of Georgia. He previously served the organization as secretary, treasurer and president-elect. He works as managing shareholder of Baker Donelson's Atlanta and Macon offices and is a business litigator in the areas of real estate, eminent domain, land use, zoning and conservation easements.

Nathan Trail (BBA '02) of Tyrone was hired as EVP of sales for Core BTS, a digital consulting firm. He has more than two decades of sales experience and joins the company from DXC Technology. In addition, he is chairman of the board of directors for Community Friendship, a nonprofit focused on mental health rehabilitation across Atlanta's unhoused community.

Wade Johnson (BBA '03) of Twin City was elected to serve a three-year term on the board of directors of the Georgia Bankers Association. He is president and CEO of Durden Banking Co. He joined the company in 2006 and also serves on its board of directors.

Jigisha Pardanani (BBA '03) of Novi, Mich., joined SMBC MANUBANK as privacy officer. Previously, she was senior director of privacy compliance at Ally Financial, where she received the company's highest honor, the LEAD Award, in 2023.



Maher Masri (MBA '04) of San Ramon, Calif., joined AlixPartners, a New York-based management consultancy, as a partner and managing director. He has 26 years of experience in technology, private equity and other areas and joins from NAX Group, where he spent a year as president and COO.



Eddie Bradford (BBA '04) was named to Georgia Entertainment's 200 Most Influential of Georgia's Creative Industries list. A UGA 40 Under 40 alum, he has worked in industries including sports, entertainment, health care, real estate and engineering and serves as a tax partner at Frazier & Deeter.

Tim Ludwick (BBA '04, MBA '12) of Dallas, Texas, joined wealth management firm D.A. Davidson & Co. as managing director. He has more than 10 years of financial sponsor experience and joins the group from Citizens Capital Markets, where he was a director.

Betsy Robinson (BBA '04) of Alpharetta was named to *Inc.* magazine's seventh annual Female Founders list, honoring "women whose innovations and ideas are shaping the world into a better place." She is founder and CEO of Tier4 Group, a technology talent, professional services and executive search firm.

2005-09

Richard Davis (MBA '05) of Atlanta was appointed to serve on the board of directors for Republic National Distributing Co. A third-generation member of the company, he has been with RNDG for 22 years in a variety of roles and serves as head of government affairs.

Sara McTyeire (BBA '05) of Raleigh, N.C., joined King Street Properties, a Boston-based private developer, owner and operator specializing in life science real estate. She joins the company from biopharmaceutical company GSK, where she was director of real estate and asset management.

John O'Neill (MBA '05) of Atlanta joined Partners Real Estate as president and Southeast managing partner. A member of several Atlanta-area boards of directors, he previously spent 20 years with Cushman & Wakefield, most recently serving as president of U.S. multifamily capital markets.

Jessica Patterson (BBA '05) of Little Rock, Ark., was appointed as director of the Arkansas Office of State Procurement. A former judicial law clerk, she has served as the state's chief general counsel since October 2023 and will also continue in that role.

Joseph Brown (AB '06) of Austin, Texas, was named COO of Lovelace Medical Center and Heart Hospital of New Mexico. He has more than 16 years of health care administrative experience, most recently serving as SVP of operations for Access TeleCare.

Andrew Dill (BBA '06, AB '07) of Watkinsville was appointed as managing director of U.S. government relations for Lockheed Martin's aeronautics business

division. In addition, he was recognized with the 2024 Aero Star Award, which honors the top 1% of Lockheed employees globally.

Justin Moseley (BBA '06) of Sandy Springs was promoted to VP of underwriting for Striior Insurance Solutions. He joined the company in 2022 from Tokio Marine Highland and previously worked as an underwriting manager.

Kathleen Phelps (BBA '06, AB '06) of Brookhaven was appointed as CFO for FORTNA, a leading automation and software company for the logistics value chain. She has two decades of financial leadership experience, most recently serving as CFO for cement producer Argos USA.



Kristin Hanley (BBA '05) of Nashville, Tenn., was promoted to VP of global marketing and sales excellence for the UK and Ireland with Schneider Electric, a global energy management and automation specialist. She has been with the company for 18 years and previously worked as VP of customer operations.



Ben Lemoine (BBA '05, MBA '11) of Tampa, Fla., joined Suncoast Credit Union as SVP and CFO. He has more than 18 years of experience in the credit union industry, most recently as CFO of Chartway Federal Credit Union in Virginia.

Aaron Walls (BBA '06) of Steamboat Springs, Colo., was named managing director of the Routt County Economic Development Partnership Yampa Valley Entrepreneurship Center. An experienced entrepreneur, he is also a mentor and lecturer at Cornell University's eLab Student Accelerator.

Michael Peden (MBA '07) of Brookhaven was named business development officer for Calvetti Ferguson, a CPA and consulting firm. He has nearly two decades of experience in financial management and business development and was previously a managing director for Truist Wealth.

Brian Resutek (MBA '07) of Brookhaven joined Republic Business Credit as SVP and Southeast regional manager. He has nearly 20 years of experience in banking and finance, most recently serving as a SVP with Rosenthal & Rosenthal.

PJ Zonsius (BBA '07) of Peachtree City was promoted to VP and GM of commercial and industrial power and gas at NextEra Energy Services. He has been with the company since 2022 and joined following five years with Gas South. He is also the founder of Zons Consulting.

Tony Bakshi (BBA '09) of Marietta was appointed as CFO for financial



John Bowden (BBA '13) of Atlanta was promoted to SVP and managing broker for Harry Norman's Intown office. Formerly a sales associate for the firm, he has operated in the Atlanta real estate market since 2007.

authentication company Entersekt. He has more than 15 years of payments and enterprise software experience and joins the company from One Inc, where he served as CFO for three years.

Ken Connell (BBA '09) of Falls Church, Va., retired from the U.S. Army Reserve as a counterintelligence officer in the rank of major after serving for 24 years. He has worked with Accenture since 2013, where he is a cybersecurity leadership executive.

2010-14

Kate Haslam (BBA '10) of Savannah was promoted to partner at Hancock Askew & Co., an audit, tax, accounting and advisory firm. She has been with the firm since 2012 and provides audit and assurance services for a variety of industries.

Phil Laminack (MAcc '10) of Marietta was promoted to partner at Forvis Mazars, where he leads the firm's U.S. income tax accounting practice. He has been with the company since 2022 and previously spent eight years with Dixon Hughes Goodman.

Phillip Muckelvaney Jr. (BBA '10) of Hendersonville, Tenn., graduated from the Stonier Graduate School of Banking at the Wharton School of the University of Pennsylvania. He is a senior credit officer and VP at FirstBank.

Trey Sinclair (BBA '10) of Kennesaw was named COO of Biolyte. He joined the company in 2023 as VP of finance and operations. He was the founder and president of Dry County Brewing Co. and previously worked as a business analyst with Kimberly-Clark.

Emory Nesbit (BBA '11, MAcc '12) of Savannah was promoted to partner at Hancock Askew & Co., an audit, tax, accounting and advisory firm. He has been with the firm for eight years and previously worked as a tax principal.

Nadia Rodrigues (MBA '13) of Atlanta joined Yancey Bros. Co. as head of credit. She came to the company from Georgia-Pacific, where she led the credit department.

Joseph Basila (BBA '14) of Dacula joined Signature Bank of Georgia as VP and senior credit underwriter. He started his career in credit analysis in 2015 and previously spent three years with Wallis Bank as a credit underwriter.

2015-19

Dylan Bledsoe (BSEd '15, BBA '15) of Acworth was promoted to head of partnerships with Biolyte. He has been with the company since 2022, joining after a stint as a talent and engagement specialist at Hancock Askew & Co.



Caroline Ptacek (BBA '15) of New York, N.Y., was promoted to VP at Vestar Capital Partners, a middle-market private equity firm. She has been with the company since 2022 and joined from Jefferies, where she was an associate.



Ashlee Aurandt (MBA '13) of San Francisco, Calif., was hired as chief of staff to the chief people officer at Grammarly. She previously spent four years with Atlassian, most recently serving as head of leadership operations.

Rhett Peeples (BBA '16, BBA '17) of Ringgold was appointed as a trustee of the Whitfield Healthcare Foundation, the philanthropic arm of Vitruvian Health. He works as a floor manager for Furniture of Dalton.

Ashley Slaughter (BSFCS '08, BBA '16) of Griffin was promoted to CFO of PetroSouth Inc., a full-service petroleum business operating in Georgia, Florida, Alabama and Tennessee. She has worked for the company for 12 years and previously served as controller for four years.

Jamie Campbell (BBA '17) of Atlanta was promoted to associate director with Patterson Real Estate Advisory Group. She joined Patterson in 2019, having previously worked as a risk consultant in the financial services group for Crowe LLP.

Cara Molloy (BBA '18, MSL '24) of Athens was promoted to senior manager of real estate operations for the UGA Office of Real Estate within the university's finance and administration division. She has been with the office since 2017 and was previously a real estate manager.

2020-24

Julie Anderson (MBA '20) of Atlanta was appointed as executive director of the Georgia Apartment Association and VP of operations for the Atlanta Apartment Association. She has over 20 years of experience in association



Evan Karanovich (MBA '20) of Atlanta was named to the 40 Under 40 Class of 2024 by the *Atlanta Business Chronicle*. He has worked for Chick-fil-A for eight years and serves as principal lead to the chairman focusing on the company's internal and external strategic initiatives.



Nnamdi Anene (BBA '21) of Roswell was promoted to property and casualty client advisor for Sterling Seacrest Pritchard. He has been with the firm since 2021 and is an active volunteer with several organizations, including Great Strides Atlanta and the Smyrna Business Association.

management and serves as board chair for the Georgia Society of Association Executives Foundation.

Katie Busch (BBA '20) of Panama City Beach, Fla., was promoted to associate at Patterson Real Estate Advisory Group. She joined Patterson in 2020 and is responsible for underwriting investments and developments, preparing financial models and processing investment offerings.

Ross Dickman (MBA '20) of New Fairfield, Conn., was promoted to CEO of Hire Heroes USA, a leading veteran employment nonprofit organization. He joined the firm in 2015 after serving 12 years in the U.S. Army.

Jennifer Fennell (BSA '99, MBA '20) of Lilburn was appointed by Gov. Brian Kemp to Georgia's State Board of Education representing the 13th Congressional District. She works as Gwinnett district manager for Jackson EMC. Previously, she was a senior business development manager with the utility.

Luke Christian (BBA '21) of Dacula was promoted to associate at Patterson Real Estate Advisory Group. He joined the company in 2022 and was previously an associate advisor with BellStreet.

Diana Courson (BBA '21) of Dixie joined DP3 Architects as an architectural designer. She previously interned with the Greenville, S.C., firm following her graduation from Clemson University's master of architecture program, where she also worked as a graduate assistant.

Antonio Del Sesto (AB '18, MBA '22) of Fayetteville joined Chick-fil-A as a project specialist on the company's corporate performance insights team. He previously worked with addONE

Marketing Solutions as a branded content producer.

Elise Karinshak (BS '23, BBA '23) of Lawrenceville joined McKinsey & Co. as a business analyst. She recently completed her master of global affairs degree at Tsinghua University, where she attended as part of the Schwarzman Scholars program.

Travis McDonald (BBA '24) of Marshallville joined Palmetto State Insurance as an account executive in the company's Forestry Risk Solutions division specializing in logging, sawmills, forestry and construction accounts.



Jaime Montalvo (MBA '24) of McDonough was named July Veteran of the Month by the Clayton County Senior Services Department. Chief information officer for the Clayton County Board of Commissioners, she spent 11 years with the U.S. Army, attaining the rank of staff sergeant before receiving an honorable discharge in 2010.

1940s

F. Abit Massey (BBA '49), Gainesville, June 14. **Barbara E. Strehlow** (BBA '49), Knoxville, Tenn., May 26.

1950s

Dolores M. Barnes (BBA '50), Macon, Aug. 23. **Rev. Claude 'Ceegie' G. Haugabook Jr.** (BBA '50), Plains, April 4. **Thaddeus 'Jimmy' J. Morris Jr.** (BBA '50, MBA '56), Asheville, N.C., Aug. 19. **William 'Bill' H. Patterson** (BBA '50), San Diego, Calif., July 19. **Marvin R. Benson** (BBA '51), Atlanta, May 13. **E. Everett Montgomery III** (BBA '51), Birmingham, Ala., April 10. **Virginia K. Tucker** (BBA '51), Hampton, Sept. 19. **Ramsey 'Bub' T. Way** (BBA '51), Hawkinsville, Aug. 18. **Jimmy E. Stewart Jr.** (BBA '52), Waycross, April 16. **Jack W. Corn** (BBA '53), Marietta, Aug. 19. **Joseph 'Joe' W. Hamilton Jr.** (BBA '53), Atlanta, June 14. **W. Fred Pittman** (BBA '54), Smyrna, Sept. 7. **Maj. William 'Bill' V. Almand Jr.** (BBA '56), Hilton Head Island, S.C., April 15. **E. Dunbar Harrison Jr.** (BBA '56), Watkinsville, May 5. **Richard 'Dick' D. Royce** (BBA '56, MBA '62), Newnan, May 10. **Maj. Richard F. Bache** (BBA '57), Gainesville, July 27. **Rufus A. Chambers Sr.** (BBA '57), Atlanta, May 8. **Col. Charles 'Charlie' L. Cheeves Sr.** (BBA '57), Milledgeville, Aug. 30. **Leonard J. Crews** (BBA '57), Nahunta, July 9. **Carl T. Foster Jr.** (BBA '57), McDonough, May 19. **F. Allan Jones** (BBA '57), Tybee Island, Aug. 4. **Richard 'Ace' W. Langston Sr.** (BBA '57), Jacksonville, Fla., Aug. 10. **Dudley L. Moore Jr.** (BBA '57), Palm Beach, Fla., June 25. **William 'Bill' H. Duckworth Jr.** (BBA '58), Blairsville, April 15. **George 'Sammy' S. Rhodes** (BBA '58, MED '65, EdS '71), Marietta, April 20. **C. Eric Tiller Jr.** (BBA '58), Darien, June 17. **Bill Baird** (BBA '59), Eatonton, May 8. **William 'Bill' A. Garrett Jr.** (BBA '59), Cumming, Sept. 18. **Donald 'Don' K. Miller** (BBA '59), Macon, Sept. 16.

1960s

J. Lee Cook (BBA '60), Thomasville, April 8. **Warren 'Wink' F. Jenkins Jr.** (BBA '60), Augusta, May 1. **Dennis R. Ledden** (BBA '60), Knoxville, Tenn., May 9. **Edith M. Lummus** (BBA '60), Brookhaven, June 20. **Charles 'Charlie' D. Walker** (BBA '60), Fernandina Beach, Fla., July 10. **Henry 'Pete' F. Barrett Jr.** (BBA '61), Cornelia, June 8. **Henry T. Folsom** (BBA '61), Athens, Aug. 25. **Louis 'Luke' L. Glascock Jr.** (BBA '61), Greensboro, N.C., July 17. **James 'Jim' B. Jensen** (BBA '61), St. Simons Island, Sept. 15. **C. Lewis Martin** (BBA '61), Marietta, Aug. 3. **Stuart B. Meyers** (BBA '61), Statham, Sept. 12. **Thomas 'Tommy' A. Rogers Jr.** (BBA '61), Newton, July 8. **Ken W. Bishop** (BBA '62), Cartersville, April 8. **R. Douglas Carver Jr.** (BBA '62), Augusta, Sept. 9. **Robert 'Bob' B. Crutchfield** (BBA '62), Chapin, S.C., April 15. **Jack E. Daves** (BBA '62), Ooltewah, Tenn., April 1. **Thomas 'Tom' L. Harper** (BBA '62), Allen,

Texas, May 22. **Kenneth 'Ken' W. Hudgins Sr.** (BBA '62), Gainesville, May 17. **James R. Bagwell** (BBA '63), Canton, Aug. 19. **Albert 'Al' L. Denard Jr.** (BBA '63), Abilene, Texas, Aug. 1. **E. William 'Billy' Mann III** (BBA '63), Fitzgerald, Aug. 6. **Norma G. White** (BBA '63), Athens, June 29. **Jerald 'Jerry' R. Wilson** (BBA '63), Bremen, June 20. **James 'Jimmy' E. Baine** (BBA '64, MA '70), El Dorado, Ark., July 3. **J. Wayne Shelnett Sr.** (BBA '64), Loganville, May 17. **Edward 'Buddy' E. Stone Jr.** (BBA '64), Charlotte, N.C., July 21. **J. Carleton Vaughn Jr.** (BBA '64, LLB '66), Augusta, July 6. **Norman 'Dale' D. Young** (BBA '64), Jacksonville, Fla., May 17. **Charles 'Charlie' R. Atkins III** (BBA '65), Brookhaven, June 15. **Edgar 'Ed' R. Brantley Sr.** (BBA '65), Blackshear, April 10. **Donald 'Don' C. Braswell** (BBA '65), Buford, April 16. **Samuel 'Sam' C. Corey Jr.** (BBA '65), Chapel Hill, N.C., April 20. **Joseph 'Al' A. Wade Jr.** (BBA '65), Montgomery, Ala., April 25. **Ernest 'Ernie' C. Crymes Jr.** (BBA '66, MED '70), Mooresville, N.C., June 3. **Larry P. Phillips** (BBA '66), Cumming, May 22. **Marshall 'Butch' H. Shute** (BBA '66), South Point, Ohio, Sept. 18. **Dallas W. Anderson** (BBA '67), Georgetown, Texas, June 25. **Jerry R. Griffin** (BBA '67, MPA '70), Jonesboro, July 20. **Cary S. Merlin** (BBA '67), Savannah, April 5. **John M. Shiver** (BBA '67, JD '71), Port St. Joe, Fla., May 24. **Melvin 'Douglas' D. Doyle** (BBA '68), Baxley, Sept. 6. **L. Marcus 'Marc' Meyer Jr.** (BBA '68), Athens, May 28. **Wilbur 'Wil' N. Sikes** (BBA '68), Smyrna, May 27. **A. Maitland Yates Jr.** (BBA '68), Camilla, April 17. **Guy 'Andy' A. Cox** (BBA '69), Tifton, May 23. **Robert 'Bob' F. Kelly** (BBA '69), Perry, Sept. 24.

1970s

C. Duncan Beard Sr. (BBA '70), Atlanta, Aug. 31. **Ronald 'Ron' L. Bennett** (BBA '70), Casselberry, Fla., April 29. **Patricia 'Pat' E. Heard** (BBA '70), Cumming, July 27. **Christopher 'Chris' G. Mann Sr.** (BBA '70), Waynesboro, Aug. 24. **Jimmy 'Jim' G. Nix** (BBA '70), Sautee Nacoochee, Aug. 28. **Marquis 'Doyle' D. Raulerson** (BBA '70), Gaffney, S.C., April 2. **Randall 'Randy' R. Roberts** (BBA '70), Tucker, July 23. **Charles 'Ed' E. Broyles Jr.** (BBA '71), Madison, July 18. **Marc R. Friedman** (BBA '71), Atlanta, Sept. 23. **Jack. L. Park Jr.** (BBA '71, JD '74), Molena, Sept. 8. **Lawrence 'Larry' P. Saunders** (BBA '71), Savannah, July 31. **Hugh D. Stith** (BBA '71), Atlanta, May 31. **T. Edward 'Ed' Tante IV** (BBA '71, JD '74), Columbus, Aug. 6. **George M. Blankenbeckler** (PhD '72), Tucson, Ariz., May 30. **Thomas 'Tommy' W. Crawford** (BBA '73), Athens, July 23. **Phillip Griner** (BBA '73), Warner Robins, Aug. 2. **Robert 'Bobby' W. Groves III** (BBA '73), Savannah, Aug. 14. **Donald 'Kip' L. K. Herring Jr.** (BBA '73), Toccoa, April 27. **Richard E. Huie** (BBA '73), Calhoun, May 7. **Donald 'Don' E. McBrayer** (BBA '73), Concord, N.C., May 8. **Philip E. Thompson**

(BBA '73), Macon, Aug. 18. **Mark N. Woods** (BBA '73), Alpharetta, April 13. **Murray S. Odrezin** (BBA '74), Smyrna, June 7. **Harvey J. Pate Jr.** (BBA '74), Albany, Aug. 12. **Bruce W. Curtis** (BBA '75), Athens, April 22. **Charles 'Leonard' L. Isbell** (BBA '75), Watkinsville, July 27. **Joseph 'Joe' H. Tillman Sr.** (BBA '75, MAcc '76), Hahira, June 28. **J. Wayne Turnbull** (BS '70, MBA '75), Watkinsville, Aug. 9. **Michael N. Cassell** (PhD '76), Woodway, Texas, Aug. 20. **Cynthia 'Cindy' Davis** (BBA '76), Monroe, June 5. **Phillip J. Dyer** (BBA '76), St. Petersburg, Fla., June 29. **Randolph 'Randy' H. Ridgely** (BBA '76), Midlothian, Va., Sept. 20. **Earl V. Rogers Jr.** (BBA '76), Marietta, Sept. 1. **Col. Ned M. Sanders** (MBA '76), Warner Robins, Sept. 5. **James 'Steve' S. Talley** (BBA '76), St. Marys, Sept. 4. **Richard E. Edwards** (BBA '77), Macon, May 15. **Katherine H. Latvala** (MBA '77), Knoxville, Tenn., May 11. **Elbert 'Bert' M. Upshaw III** (BBA '77), Eufaula, Ala., July 18. **Ginny B. Jarrett** (AB '78), Roanoke, Va., July 7. **Terry L. Miller** (BBA '78), Greensboro, May 19.

1980s

Craig W. Manfredi (BBA '80), Tennesse, May 26. **Janet G. Voelker** (BSA '78, MBA '81), Charlotte, N.C., April 29. **Julian LeCraw Jr.** (BBA '82), Atlanta, Aug. 14. **Patti L. Poppell** (BBA '82), Thomasville, April 23. **Thomas 'Tom' L. Sharpley Jr.** (AB '82), Atlanta, June 17. **Garland 'Scott' S. Shook** (BBA '82), Calhoun, April 29. **John S. Spivey** (AB '82, MBA '84), Macon, April 13. **Thomas 'Buz' A. Arrowood Jr.** (BBA '83), Eastanollee, June 9. **Cheryl A. Harr** (BBA '83), Gainesville, Sept. 16. **Rev. Lee E. Pettis** (BBA '83), East Dublin, July 17. **Page B. Brooks** (BBA '84), Clarksville, May 1. **Victor B. Hollomon** (BBA '84), Warner Robins, Aug. 9. **Benny J. McDonald** (BBA '85), Canton, Aug. 9. **William 'Bill' C. Bailey** (MBA '86), Atlanta, June 19. **M. Travis DeHaven** (AB '86, JD '90), Atlanta, Aug. 20. **Curtis 'Curt' E. Fraser Jr.** (AB '86), Gainesville, July 28. **Debra Gage** (BBA '88), Powell, Tenn., July 17. **Amy S. Jenks** (BBA '88), Brunswick, April 27. **Michelle W. Poole** (BBA '88), Ponte Vedra, Fla., July 2. **Susan 'Sue' H. Rawson** (BBA '88), Fernandina Beach, Fla., July 7.

1990s

Richard 'Rich' R. Brantley (BBA '91), Jonesboro, June 15.

2000s

Robert 'Bobby' J. Bristow Jr. (BBA '00), Roswell, July 24. **Dylan C. Stover** (BBA '01), Athens, April 23. **Colleen E. Christensen** (BBA '03, MAcc '03), Atlanta, April 5.

2010s

Julie A. Williams (BBA '11), Monroe, La., May 18. **W. Trexel 'Trex' Bolick IV** (BBA '16), Augusta, July 9. **Charles 'Charlie' A. Houpt** (BBA '18), Columbus, July 23.

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