As Georgia College continues to elevate itself among premier public liberal arts university in the country, the J. Whitney Bunting College of Business has led the way in its vision of being the premier business school among public liberal arts universities in the country. For this I want to thank the faculty, staff, students, advisory board members, donors, and friends of the college for your unwavering support of our vision and mission.

As you will see in the following pages of the annual report, the cornerstone of our success is the personal attention our faculty and staff provide our students in helping them fulfill their dreams and aspirations. Not only are the faculty exemplary teachers in the classroom, but also engage students beyond the walls of Atkinson Hall with experiential learning opportunities in the community.

The College of Business continues to build a strong national identity with our academic programs.

* Our undergraduate business program has increased its ranking and national recognition as reported by the U.S. News & World Report.

* The Georgia WebMBA* at Georgia College was ranked 1st in the state of Georgia and 22nd nationally among online MBA programs by U.S. News & World Report.

* Other rankings for the Georgia WebMBA* include being ranked 12th nationally by ONLINEU; 12th in CEO’s Magazine Global Online MBA ranking; Best Buy designation by GetEducated.com; and a top 10 national ranking by Affordable Colleges on Online.

* Our fully online Master of Logistics and Supply Chain Management was ranked 2nd nationally by ONLINEU; top 10 nationally by TheBestSchools.org; and 33rd nationally by U.S. News & World Report.

* The Master of Accountancy program was ranked 2nd in Georgia by The Financial Engineer.

As you read the annual report, you will discover that our students continue to excel at state, regional, and national competitions and professional conferences along with our faculty being recognized for their outreach and scholarly efforts by professional organizations. As the annual report provides a snapshot of the activities of the College of Business, you can quickly see how much we value student-centered learning and engagement with the community.

I wish to thank our alumni, donors, and advisory board members for their financial support of the College of Business to ensure the continued success of our students and the on-going efforts of our faculty and staff. In recognition of these outstanding contributions, the inaugural College of Business Hall of Fame inducted its first members: Robert Betzel (‘99), Alex Gregory (‘78 ‘79), Drs. Ken and Jo Ann Jones, and Rhonda Wood (‘84 ‘89). With the continued support of so many, the J. Whitney Bunting College of Business can achieve its vision of becoming the premier business school among public liberal arts universities in the country!

Though the College of Business has accomplished a great deal the past year with the initial ABET accreditation of our computer science program; completed AACSB Continuous Review Report; online delivery of our Masters of Management Information Systems; and the development of the college’s new strategic plan, more is still to come as the college embarks on its capital campaign. I look forward to the opportunity to meet our alums, donors, and friends in continued support for our vision.

Sincerely,

James E. Payne, Ph.D.
Dean, J. Whitney Bunting College of Business
Who we are:
The mission of the J. Whitney Bunting College of Business is to develop business professionals who embrace intellectual inquiry through critical and analytical thinking, quantitative reasoning, and effective communication, while building upon the attributes of a liberal arts education.

The J. Whitney Bunting College of Business aspires to be the preeminent business school within public liberal arts colleges and universities by delivering programs of excellence.

Programs we offer:
Undergraduate Degree Programs:
BBA Accounting
BBA Management
BBA Management Information Systems
BBA Marketing
BA/BS Economics
BS Computer Science

Undergraduate Minors:
Business Administration
Computer Science
Economics
Finance
Management
Management Information Systems
Marketing

Graduate Degree Programs:
Master of Accountancy
Master of Management Information Systems (online)
Master of Logistics and Supply Chain Management (online)
The Georgia WebMBA® at Georgia College (online)
Part-Time MBA
The J. Whitney Bunting College of Business constantly re-evaluates the service delivery of programs to ensure that students are receiving a top tier education.

The Master of Logistics and Supply Chain Management program has fully integrated online and continues to grow with increasing national reputation.

The Computer Science program received initial ABET accreditation.

To continue to meet the needs of students and working professionals, the Master of Management Information Systems, was offered fully online in Fall 2016.

The Strategic Management committee completed a new five year strategic plan. The strategic plan places greater emphasis on raising the standards for both students and faculty and the quality of the education offered at the College of Business.

The College of Business created a Parents’ Advisory Council with much success as members of the counsel will focus their efforts on student professional development.

What we have accomplished:

* The Georgia WebMBA® at Georgia College was ranked 1st in the state of Georgia and 22nd nationally among online MBA programs by U.S. News & World Report.

* Georgia WebMBA® ranked 12th nationally by ONLINEU; 12th in CEO’s Magazine Global Online MBA ranking; Best Buy Designation by GetEducated.com; and a Top 10 national ranking by Affordable Colleges on Online.

* Master of Logistics and Supply Chain Management was ranked 2nd nationally by ONLINEU; Top 10 nationally by TheBestSchools.org; and 33rd nationally by U.S. News & World Report.

* The Master of Accountancy was ranked 2nd in Georgia by The Financial Engineer.
Faculty and students at the J. Whitney Bunting College of Business extend learning beyond the classroom, by engaging with the communities that surround them.
Women in Technology Hosts Film Screening

A new student organization within the College of Business, the Women in Technology Club, hosted a film screening of *Code: Debugging the Gender Gap*. The screening was open to both GC students and members of the local community with over 75 people in attendance to view the film.

As the synopsis of the film states, “Tech jobs are growing three times faster than our colleges are producing computer science graduates. By 2020, there will be one million unfilled software engineering jobs in the USA. Through compelling interviews, artistic animation and clever flashpoints in popular culture, the documentary examines the reasons why more girls and people of color are not seeking opportunities in computer science and explores how cultural mindsets, stereotypes, educational hurdles and sexism all play roles in this national crisis. Expert voices from the world of tech, psychology, science, and education are intercut with inspiring stories of women who are engaged in the fight to challenge complacency in the tech industry. The documentary aims to inspire change in mindsets, in the educational system, in startup culture and in the way women see themselves in the field of coding.”

Brand Building for Your Future

The Marketing faculty in the College of Business hosted Ira Blumenthal, founder and president of CO-OPPORTUNITIES, Inc., an Atlanta-based consulting company, for a presentation to Georgia College students on brand building for your future.

Mr. Blumenthal has consulted for world-class clients such as Coca-Cola, Nestle, Kroger, McDonald’s, Harrah’s, American Airlines, Disney, Hallmark Cards, United Artists, Marriott, Exxon, Walmart and others. He is the author of “Ready, Blame, Fire! (Myths and Misses in Marketing),” which was followed by his nationally acclaimed book on branding entitled “Managing Brand You.”

He has served as a visiting university professor at the University of Notre Dame and Michigan State University and was the inaugural Executive-in-Residence at Georgia State University’s School of Hospitality.

Mr. Blumenthal delivers more than 40 speeches annually, and over 2,000 in his career to nearly one million audience members on four continents. He has served as opening speaker for the likes of former President George Bush Sr., former President George W. Bush, Gen. Colin Powell, Lech Walesa, the late Pakistani President Benazir Bhutto, Henry Kissinger, Tommy Lasorda, Bob Dole, Cal Ripken Jr., among others.

Mr. Blumenthal spoke to students on how to build their personal brands and the power that the brand holds for their future. He used real world examples on ways to polish or tarnish a brand. He then spent time answering students’ questions and engaging in conversations regarding building networks and starting a career.
Study Abroad Trip Focuses on International Business

A group of fourteen College of Business students and their professor, Dr. Doreen Sams, spent the summer in Spain studying marketing.

During the month long trip, the students had a range of experiences, including the packaging (labeling) on a product soon to be exported to the U.S. and student feedback on the process.

As happened in previous study abroad trips, students were privileged to visit Hacienda Guzman, an olive oil exporter. Students toured the olive groves where 140 species of olives grow along with the olive oil processing plant. After that a tour of how olive oil is produced today, students were given a tour of the 15th century processing facility. These events were followed by an olive oil tasting.

It is safe to say that the visit to ABORGASE (landfill/recycling facility) in Sevilla had an impact on the students. One impact was the smell, but the most important came from the knowledge gained as to how consumer and business consumption and disposal behaviors influence the world’s environment. Auxi Ramos, the environmental trainer for ABORGASE explained the processing of trash and recyclables and their impact on humans and animals. She discussed how human decisions made in product production, purchases, consumption and disposal must focus on environmental sustainability.

She also explained how regulations in the European Union (EU) will make changing the public’s behavior imperative. No longer can landfills in the EU accept 60 percent of waste materials. She pointed out that the facility used the methane gas produced by the landfill to provide power to 65,000 residents’ homes daily. The facility also processes thick waste into fertilizer. She explained, however, the process for removal of the poison liquid produced by the landfill and how the landfill was harming nearby birds. When all is said and done marketing, business and personal decisions make a difference in our quality of life and that of future generations. The lesson was “clear” as to the importance of the role of marketing in the design of products and educating the public.

Thanks to arrangements made by ISA (International Study Abroad-Sevilla Spain), Georgia College students toured Ines Rosales. This international company has been in business for more than 100 years and even to this day every torta is rolled out by hand. However, modern technology (robotics and computer software) adds capacity for international expansion and maximizes food safety. The students were asked by Lucia Fournier Torres, Director of Marketing, and Lucia Conejo-Mir, Assistant Manager, to assess the packaging and were given samples of the product for both the international and U.S. markets to evaluate. The tour took the students through the entire manufacturing process. Students were excited to see this modern facility; that still maintains its handcrafted tradition.

The Director of Marketing also asked Dr. Sams to continue the relationship by including Ines Rosales as a client for her marketing research classes in the U.S. Dr. Sams plans to arrange a meeting with Valle Guerrero, Country Manager for Ines Rosales, while she is in Washington D.C. for her presentation at the AMA Nonprofit Conference in July 2016, to discuss the further collaboration between her marketing research classes and the company.
Georgia College students finished fifth in the world SAP ERPsim world competition, and first in the Southeast and in the state of Georgia at the Association for Information Systems (AIS) Student Chapter Leadership Conference at Indiana University. Not only did the students compete well, but they held their own against much larger schools with more resources alongside programs that have been using SAP for years.

Team members were Aubree Doernberg (AIS Vice President, senior), Jack Fraser (junior), Hayden Helms (AIS President, junior), and Mark Yancey (AIS Treasurer, senior). Dr. Kevin Elder (AIS faculty advisor) and Tyler Chini served as coaches for the Georgia College team.

In this competition, teams of undergraduates from around the world used the SAP software to run a business in a simulated marketplace against other businesses run by other teams. The students from Georgia College were introduced to the SAP system in their Introduction to ERP class in the fall of 2015, the first year that SAP has been taught as a formal part of the management information systems degree.

In the simulation used in the contest, the students managed a dairy business. They purchased dairy products like milk, yogurt, etc., distributed the products using logistical analytics from their main warehouse to three distributed warehouses in Germany and sold it to customers through their distribution channels. SAP was developed by a German software company thus all the simulations require the teams to learn the geography and population distribution in Germany in order to compete effectively. The teams were evaluated on maximizing net income and were ranked accordingly.

The funding for the trip was made possible through grants and support from the IT Advisory Board, the Department of Information Systems and Computer Science, and the Student Government Association. The team thanks all these groups for making this wonderful experience possible.
The J. Whitney Bunting College of Business was thrilled to host Grace Hwang, Executive Director of Business Intelligence at Verizon. She spoke to the Women’s Leadership Forum and Georgia College students about data analytics, marketing, the importance of learning multiple skills, and staying relevant.

New Student Organizations

College of Business students have even more opportunities for professional growth with the addition of several new student organizations focused on professional development. The new organizations include:

- **E-Commerce Club**
  The E-Commerce Club at Georgia College is focused on helping the local community build better businesses through the use of e-commerce. Students are given the opportunity to work directly with local businesses helping them implement e-commerce solutions. The club is made up of students from a variety majors, from computer science to marketing.

- **Georgia College Game Creators (GC)2**
  (GC)2 specializes in the development of video games, accepting motivated students to join in their passion for video games and the industry. No experience is needed as the club has several experienced upperclassmen who are more than willing to provide the guidance in developing games.

- **Georgia College Women in Technology (GC WIT)**
  GC WIT strives to progress the role of women in the tech industry and provide technology education opportunities for women at Georgia College.

- **Innovation Club for Collegiate Entrepreneurs**
  The Innovation Club for Collegiate Entrepreneurs helps students who are interested in becoming entrepreneurs after graduation or for those who are interested in entrepreneurship as a hobby, but are not sure what to do with their passion. This club invites any student from any major to put their education and passion into practice within the framework of the club.

- **Logistics Association (GCLA)**
  The Georgia College Logistics Association (GCLA) is aimed at students interested in logistics and transportation. GCLA works to foster an appreciation of logistics as a motivating force in industry and commerce, through a focus on career development and networking with industry professionals. GCLA invites logistics and supply chain professionals from different industries to speak at monthly meetings, and provides opportunities for students to attend industry conferences, and tour facilities such as the Georgia Ports Authority, Wal-Mart, Home Depot, Target, and IKEA. Select students in leadership roles at GCLA are also chosen to represent Georgia College at national conferences and industry networking events.

- **Society for Human Resource Management (SHRM)**
  SHRM is the largest membership organization in the world dedicated to human resource management. It has over 275,000 members in more than 160 countries. The Georgia College student chapter of SHRM is affiliated with the international organization and is supported by the Middle Georgia chapter of SHRM. The Georgia College student chapter meets regularly during the year, and many of the meetings feature speakers who discuss important topics related to managing the human resources of an organization.

Verizon Executive Visits the College of Business

The J. Whitney Bunting College of Business was thrilled to host Grace Hwang, Executive Director of Business Intelligence at Verizon.

She spoke to the Women’s Leadership Forum and Georgia College students about data analytics, marketing, the importance of learning multiple skills, and staying relevant.
Professor Cynthia Orms took twenty students on a unique study abroad trip to Australia. The 2016 Australia Business Experience was a one-month study abroad that took place in Sydney, Canberra, and Cairns, with all the students completing an internship with a local firm while abroad.

Georgia College student Megan Elise Ribovich shared her experience, “I am taking both Environmental Law and International Commercial Law. Each of these classes have challenged me to think outside of my typical domestic business comfort zone. After visiting all the businesses last week in Sydney it puts a lot of the work they do in perspective. From developing contracts to making sure they abide by each country’s laws and regulations, international commerce is no small task. Although it is a lot of work to develop international trade it is definitely something that is extremely valuable to the company.”

In addition to the classes and internships, students also traveled to the capital, the American Chamber of Commerce, the Sydney Opera House, the Australian War Memorial, and the Featherdale Wildlife Center, among many other excursions.

“I never realized how relevant Australia has been in well known world conflicts until we visited the National War Museum. They have always stood side by side with the US in matters such as World War I & II, both suffering the losses and celebrating victories. This wall contains the names of the fallen soldiers throughout the years that have served in various important matters, and a poppy can be bought and placed on their name in order to honor them. During this educational day in the capital of Canberra we also visited the National Australian Art Museum and the Parliament House. All in all it was an eye opening day in terms of the history of Australia, its government, and its relationship with the United States,” said Kelsey Crouch.
Business knowledge and skills are developed through both academic and professional engagement.
App lands Georgia College student ticket to Apple Worldwide Developer’s Conference

Brian Minter attended the Apple Worldwide Developer’s Conference in San Francisco, California, and it’s all due to an app he created last summer.

“It was about a month long period where I woke up, worked on the app, ate and slept—that was pretty much it,” said Minter, a math and computer science major.

Minter came to Georgia College with the idea of becoming a high school math teacher and was sidetracked when he took introductory level computer science classes. Having parents who are both programmers, he was not unfamiliar with the subject, but did not know how naturally it would come after gaining skills as a Mathematics major.

“What I love about programming is the ability to solve problems and then fix those issues,” said Minter.

Last summer Minter created the app CourseKeeper after being frustrated with not knowing where he stood in various classes he was taking. The app keeps track of course grades, GPAs and includes a calculator that can be used to estimate the grade an individual would need to make on a final to obtain a certain letter grade in the course.

“I thought this would be a good opportunity to create an app from scratch, and I figured it was doable for a first time app,” he said. “I have also always been a fan of Apple and knew I wanted to create an iOS app.”

Minter launched the app in fall of 2015 and watched the downloads come in. Since launching, he’s garnered 500 downloads from all over the world. Recently, Minter was chosen as one of only 350 students worldwide to attend the 2016 Apple Worldwide Developer’s Conference for his creation of CourseKeeper. The conference includes the opportunity to meet Apple engineers, attend workshops, and get a first glimpse at new operating systems and updates.

Students Selected for the Georgia Education Mentorship Program

Fifteen College of Business students were selected for the 2015-2016 class of the Georgia Education Mentorship Program (GEM), a partnership between Georgia College and the Georgia Chamber of Commerce.

Georgia College students learn what it takes to lead and succeed in the professional world from mentors with years of leadership experience in their field, many of whom serve on the Georgia Chamber of Commerce Board of Directors.

Selected students are matched with leaders in fields such as business, nonprofits, education, healthcare, law, and industry. These individuals serve as mentors for participating students, supporting their personal and professional growth by providing opportunities for them to learn about leadership in the professional world and community.

GEM events and activities include: opening and closing ceremonies; challenging course programs; leadership conferences; leadership readings and discussions; reflection exercises and action plans; leadership assessment inventories; leadership luncheons with mentors; excursions to visit with mentors at their office; leadership forums with visiting executives, and professional and career development opportunities.

Established in 2002, and piloted by a grant from the Robert W. Woodruff Foundation, GEM is a creative partnership between Georgia College and the Georgia Chamber of Commerce. Since the program’s inception, almost 400 students and 80 mentors have participated.
The J. Whitney Bunting College of Business partnered with GEICO to host the bi-annual Elevator Pitch Competition for Georgia College students.

The competition required students to complete a resume review, attend an elevator pitch demonstration and preparation for success workshop, and complete an online mock interview before they could be videotaped giving their one minute elevator pitch. Preliminary rounds of contestants’ videos were evaluated by twenty-four business professionals.

The top contestants were then given the chance to give their elevator pitch to a guest executive in front of a live audience. The elevator pitches were judged by representatives from GEICO and the top five finishers were awarded cash prizes ranging from $100 to $500.

Contestants were also able to sign up for interviews with GEICO regarding their internship program and paths to a career with the company.

Students Tour Lockheed Martin
Management Information Systems students toured Lockheed Martin in Marietta where the C130 aircraft is assembled. The students and faculty met with IT professionals who described how SAP and other systems are used to manufacture aircrafts.
As the J. Whitney Bunting College of Business and the Georgia College Career Center continue to collaborate, participation in professional development continues to rise. The College of Business saw an increase in student participation in career development programs by 67% within the past academic year.

With the support of university administration, the Career Center began piloting a program entitled Career Milestones. This program aims to ensure all students at Georgia College reach certain career development milestones each year of their academic career.

Due to any already developed collaborative relationship, the College of Business participated in several of the pilot programs. Student development and participation in events such as the Accounting career fair, networking opportunities, Atlanta career fairs, the Career Expo & Interview Day, company information sessions, corporate tours, professional development workshops, mock interviews, networking events, executive led forums/chats, graduate school fairs, internship fairs, the IT career fair, the part-time job fair, among other opportunities are tracked through the Career Center. The College of Business works to host and sponsor the events and workshops in partnership with the Career Center.

Of the events listed above, the College of Business had 1,245 students participate and a total of 4,326 student interactions with the Career Center. The combined efforts have lead to an increase of student participation by 67% over last year.

The College of Business and the Career Center anticipate continued growth in student participation for these programs as the Career Milestones becomes fully implemented and the collaborative relationship continues to grow.

**College of Business Hosts Business Week**

Sponsored by SunTrust, the College of Business and Georgia College Career Center held a series of workshops during Business Week that included lunch and learn and evening workshops with networking receptions that covered various topics with business professionals.

Examples of workshops and companies that participated in Business Week included:

- David Roberts with Ascend Technologies, Inc.: “How IT is Influencing Business Today”

- Suntrust: “Basics of Budgeting”

- Marketing Advisory Board: “Social Media for Networking and Personal Brand Building”


- Mock Interviews with Employers

- Georgia College Etiquette Dinner

Students had over 4,326 interactions with the Career Center for the 2015 Academic Year
Putting the pieces for success...

Accounting Department Hosts Firm Visits

As part of the Accounting Professionalism course, students are able to learn what firms are looking for in potential new hires, in the accounting industry. After the presentations, students are able to network with the partners and other representatives from the firms.

John Davis, Partner with Dixon Hughes Goodman, and Heather White met and networked with students in Dr. Ben McMillan's Accounting Professionalism class.

Connecting with Employers

Over 1,200 College of Business students participated in the sixteen regularly scheduled employer networking and career fair opportunities offered by the Career Center. These events included on campus career fairs, the senior picnic, alumni and employer networking activities, employer mock interviews, professional development workshops and statewide career fairs in the Atlanta area.

In addition to campus career fairs, the Accounting and IT departments host their own major specific fairs. In 2015, over 100 Accounting majors and over 90 Computer Science and Management Information Systems majors participated in the career fairs, with top companies recruiting Georgia College students.

Building a Network

The J. Whitney Bunting College of Business provides students multiple opportunities to build their networks by engaging with alumni, board members, and executives.

A mixture of over 70 alumni, students, and faculty gathered at The Ivy Buckhead in Atlanta. The alumni were able to reconnect with each other and with faculty members, while current Georgia College students were able to hone their networking skills and hear from alumni about their career fields.

The IT Advisory Board held its fourth annual networking event in April. Students majoring or minoring in management information systems and computer science were invited to network one-on-one with the members of the advisory board and alumni. The board also conducted a panel session to provide job search tips and other advice to the students.
Interactions by Major and Classification
The numbers below indicate the total and unique number of interactions of business majors with the Career Center this year.

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<th>Major</th>
<th>FT/LH</th>
<th>SO/FH</th>
<th>SE/SS</th>
<th>AV/SS</th>
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Compared to AY2015, total student participations in the Career Center increased by 67% (from 3215 in AY2015 to 5371 in AY2016). For a review of all numbers, see the AY 2015 report.
College of Business students received a unique opportunity to go behind the scenes at an international company during their site visit to YKK Corporation of America.

During their visit, students toured the new product room, learned about the corporate philosophy at YKK, learned of the company’s diversification strategy to effectively compete, and discovered how far individuals will go to counterfeit products.

President and CEO of YKK Corporation of America, Alex Gregory, took time to mentor the students on leadership, life balance, and corporate cultures. Key members of YKK’s leadership team spoke to the students and discussed how the company operates in an international environment.

Students were then able to ask one-on-one questions of the leadership team members. Topics ranged from international trade, how to choose the company that is right for you, and work life balance.

The Georgia College Logistics Association held its first meeting in 2016. Over 55 students attended and heard Nolan Transportation, discussed the role of carriers in logistics and transportation.

Two College of Business alumni, Michelle Rollins and Aiken Davis, were part of the team presenting to our students. Nolan Transportation has hired over a dozen students in the past year.
Students Hear from the Experts

The students in Dr. Bob Duesing’s Entrepreneurship course have the opportunity to meet with business owners who are putting into practice concepts and lessons that the students’ learn in class. After students learn a concept, Dr. Duesing brings in a speaker with particular knowledge of the concept and students can hear first hand how it applies in a real world setting.

A sample of speakers and topics included:

- Erin Bickley and Jenny Greer, owners of Hold Your Haunches, peaked student interest, as they talked about their experiences on Shark Tank, and the importance of product marketing and social media.
- Tommy Cook, owner of Need A Nerd, discussed marketing plans and prospecting locations when opening up a small business.
- Bob Ewing, co-owner of Amici Milledgeville and Lake Oconee, spoke on franchising.
- Karen Barrett, owner of Eclectic in downtown Milledgeville, discussed marketing techniques and strategies.
- Mike Wood, owner of Mike Wood Builders, gave students an inside look into operating a family business.

Alumnus Speaks at Inspire! Student Leadership Forum

College of Business alumnus, Pierre O. Clements, was a featured speaker at the university’s Inspire! Student Leadership Forum.

Clements serves as Senior Director, Global National Accounts Food and Beverage Sector for W.W. Grainger, North America's leading broad line supplier of maintenance, repair and operating products. Additionally, he is a Managing Partner with Inside Group International, Business Solutions Firm.

He was formerly Vice-President of Sales for the Coca-Cola Company where he was instrumental in managing a P&L of over $300 million, driving business development, sales and marketing strategies. Through his leadership and tenure, revenue goals were consistently met and exceeded. Prior to working with the Coca-Cola Company, Pierre held a variety of strategic leadership roles with Kraft Foods Inc. for 10 years.
As the world's largest technical conference for women in computing, the Grace Hopper Conference (GHC) is designed to bring the research and career interests of women in computing to the forefront. The Grace Hopper Celebration of Women in Computing is the largest gathering of women in the world of computing. The Grace Hopper Conference was co-founded by Anita Borg and Telle Whitney in 1994 and was inspired by the legacy of computer scientist and U.S. Navy Rear Admiral Grace Murray Hopper. This year, 12,000 attended the conference which featured leading technical speakers, career development sessions, awards, poster sessions, a hackathon, and the industry's largest career fair for women in computing.

Aubree Doernberg, senior Management Information Systems major, and Jordan Mixon, junior Computer Science major, along with Caroline Collier, Information Systems lecturer and Director of the Center of Design and E-Commerce, attended the conference.

In March 2015, Doernberg and Mixon submitted essays and resumes to the Women in Technology Essay Contest sponsored by the IT Advisory Board and the Department of Information Systems and Computer Science. After being interviewed by the IT Advisory Board, they were selected as winners of the contest. Their Grace Hopper Conference registration, airfare and hotel was paid for by the IT Advisory Board.

"My favorite panel was 'Fixing the Leaky Pipeline,' featuring Maxine Williams, Jack Dorsey and Chelsea Clinton. This was a Q&A discussion about why women are not studying technology in college and why they are leaving tech fields shortly after being hired," said Mixon. "There has been a lot of research on these topics, and the panelists presented and discussed effective ways to combat these issues; these are things I will be keeping in mind moving forward, and I am so glad to have gained this knowledge relatively early on."

"Bringing female students to the Grace Hopper Conference every year allows the female students to acknowledge that they are not in this alone. In a regular MIS classroom, I am one of three or fewer female students," said Doernberg. "Seeing 11,999 other females made it easier to feel a connection to the profession and less like I am an outlier in this field. Also, the networking experiences with attendees at the conference were endless and they were mostly associated with major tech companies such as Amazon, Google, Microsoft, Facebook and Pinterest."
Responsible citizenship requires a global perspective, an appreciation of diversity and an awareness of ethical issues and obligations. Responsible citizens contribute to their community.
Professors Bob Duesing and Renee Fontenot accompanied two teams of students to the TiE University Entrepreneurship Competition sponsored by the University of Georgia Small Business Development Center and TiE Atlanta.

Jeremy Nable and Matt Debczynski, members of the Innovation Club for Collegiate Entrepreneurs presented their concept for Assemble E’bello Pizzaria, a restaurant that would give customers the experience of making their own pizza. Thomas Huffman presented his concept for Pillmaster, a product programmed to dispense pills as prescribed at intervals throughout the day, intended to prevent accidental overdose or under dose.

To be eligible to compete, teams had to submit a brief and business plan. After submitting their briefs and business plans, students were paired with professional entrepreneurs who provided mentoring and coaching in advance of the event.

During the competition, each team met individually with their mentor, then met with a second set of coaches. In the afternoon teams competed with a 10 minute presentation followed by Q&A by judges.

"TYE was a great experience overall. I learned a lot about how I can better my business idea thanks to the various insights from many different entrepreneurs. They were extremely encouraging and helpful, and they were very eager to sit down and dissect, understand, and better your business and ideas. Before TYE, my idea was just an idea, but after the competition, I began to see my idea as a potential reality and truly felt I had a much better entrepreneurial spirit and knowledge. It was a very fun and memorable learning experience," said Jeremy Nabel.

There were ten teams in this qualifying round including teams from the University of Georgia, Georgia Tech, Emory University, Georgia Southern University, among others.

Though the two Georgia College teams did not make it to the final competition in April, they will be able to continue to receive coaching from their mentors and have been offered a one-year free membership to TiE Atlanta with access to entrepreneurs and a variety of networking opportunities.

Keynote speakers included Sanjay Bhatia, Founder, CEO, and UX Architect at Izenda and Keith Schroeder, CEO and Founder, High Road Craft Ice Cream, Inc.

Students Compete in Entrepreneurship Competition

Students travel to Monticello and Present to Clients while Campus is Closed

Georgia College may have been closed due to city water issues, but students in the strategic marketing course chose to present to their client anyway. Originally, the students were scheduled to present their year long marketing plan recommendation to members of the Jasper County Mentor Program on Monday. When classes were canceled for the second day the students asked if they could make the presentation to their client anyway and made the trip to Monticello - true dedication.
Perspectives of an Alumnus and Female Ph.D. Student in Computer Science

The Women in Technology Club and the Association for Computing Machinery invited Karen Aguar, a Georgia College alumnus, to speak to students about her experience as a female Ph.D. candidate in Computer Science at the University of Georgia on April 20, 2016.

Aguar graduated from Georgia College in 2012 with her undergraduate degree in Computer Science. She did not originally enter Georgia College intending to major in computer science, but she found she really enjoyed the introductory computer science courses. After changing her major, she worked with the computer science professors to finish her degree in four years. While she was a student at Georgia College, she worked as a tutor for computer science and also created instructional videos to supplement the material found in textbooks.

Knowing she wanted to teach, Aguar applied to the University of Georgia’s Ph.D. program in Computer Science. She was not originally accepted to the Ph.D. program, but they had accepted her to their masters program in Computer Science. Instead of giving up her dream of teaching, Aguar took a chance and accepted her invitation to their master’s program with hopes of transferring to the Ph.D. program. After a short time, she was accepted as the only U.S. female pursuing her Ph.D. in computer science at the University of Georgia during this time.

Aguar talked very honestly about some of the challenges she faced during the four years of her program, but she gave students the confidence to pursue graduate degrees in their fields of study. She credits her academic success to a strong support system of professors from both Georgia College and the University of Georgia. She stated that the small class sizes and the personal relationships created with the professors at Georgia College were invaluable; and because the University of Georgia did not offer a research topic that fit her interests, she worked with professors to create an entirely new research topic in the area of computer science education.

Students Visit Port of Savannah

Georgia College students got a first hand look at the logistics field with a trip to IKEA, Target, and the Port of Savannah. The group toured IKEA’s 780,000 square foot distribution center and its amazing technology along with Target’s 2.2 million square foot distribution facility.

The 60 students gained a greater appreciation of logistics and transportation, and how it impacts our economy, as a result of the
Richard J. Lenz  
*Founder, President and CEO of Lenz, Inc.*

Richard Lenz is President and CEO of Lenz, Inc., an integrated marketing firm that uses advertising, public relations, graphic design and web-based technology to help clients achieve their goals. Lenz’s most recent accomplishments include launching one of the most celebrated festivals in the country; re-branding a major hospital system; designing and installing a 2,000-square foot museum exhibit; steering a $20 million fund raising campaign; and launching a web site that is revolutionizing cancer care across the country. Mr. Lenz has won industry awards for his graphic design, ad campaigns, writing and photography, and is the author of several popular non-fiction books.

Jack Nale  
*President and Founder of The Proven Method*

Jack Nale is President and Founder of The Proven Method, a 20-year old IT services company headquartered in Atlanta, Georgia. Jack has been in the IT services business for over 40 years with 20 plus years building branch operations in numerous cities for CTG, a publicly held global provider of IT services. Prior to that, Mr. Nale pioneered Martin-Marietta Data Systems’ entry into the IT services market in the early 1970’s. In 1995, Mr. Nale started The Proven Method. His experience spans over three decades of evolving technology solutions, ranging from mainframe-based to client-server to web and cloud-based mobile applications.

Pam Booker  
*Human Resources – Talent Acquisition Staffing Executive Director*

Pamela Booker is a Talent Acquisition Executive Director in the Human Resources Talent Solutions Organization at AT&T. In her current role, she is responsible for the staffing delivery at AT&T Retail Sales & Service Stores, Cricket Wireless Stores, Network Technicians, and Call Centers. Pamela was recently recognized nationally by the Career Community Group as a 2015 Women of Color STEM - Leader in Technology. Active in the community, Pamela serves on the Alumni Board of Directors for Georgia College where she is the Executive Chairperson for the Scholarship Committee. She serves on the ministerial staff at Pleasant Hill Baptist Church, where she is also an Adult Sunday School teacher, Dave Ramsey Financial Peace facilitator, and sponsor of the Faith Love and Service Educational Scholarship.

Ross King  
*ACCG Executive Director*

Ross King serves as the Executive Director for the Association of County Commissioners of Georgia (AACC). ACCG works on behalf of Georgia’s county officials and their communities, with a focus on public policy and advocacy, leadership development, civic and community engagement, and cost-efficient programs such as insurance and retirement. He has worked for ACCG since 1987, serving as the association’s Policy Director and Deputy Director prior to his appointment as Executive Director in May 2010. He began his professional career in 1982 in Americus, Georgia as the Administrative Assistant to the Mayor and City Council. He also served as the first state Program Coordinator for the Georgia Environmental Finance Authority (GEFA) prior to joining ACCG.
Dr. Wendy Hawke Lenz

Dr. Wendy Hawke Lenz is known for her ability to get things done, regardless of obstacles, time limitations, or budget constraints. Managing projects and implementing strategic and operational plans is her “superhero” ability. Most recently, she led operations of one of the largest oncology practices in the country. Her flexibility, creativity, and collaborative operations approach helped to grow the business from 12 to 46 physicians and into three states during her tenure. Her last reigning achievement with the practice was to successfully negotiate one of the largest physician practice-hospital acquisitions in the country.

Beth Wells

Director of Project Management and Quality Assurance, Edgewater Fullscope

Beth Wells leads Fullscope's Project Managers and provides direct executive guidance and oversight to multiple ERP implementations. She teaches Fullscope's EDGE implementation methodology to Fullscope consultants, manages the documentation to support the methodology, and leads in updating the methodology to stay current with the latest tools. With over 25 years of experience leading and delivering projects in the information technology and manufacturing industry, her experience includes multiple ERP system implementations as Director, Engagement Manager, Project Manager, Technical and Application Consultant.

Katie Kirkpatrick

Chief Policy Officer, Metro Atlanta Chamber of Commerce

Katie Kirkpatrick is the Chief Policy Officer for the Metro Atlanta Chamber (MAC), leading their public policy team which focuses on public policy, government affairs and political action. Ms. Kirkpatrick joined MAC in 2007 as Vice President of Environmental Affairs, overseeing the Chamber’s work on sustainability, including water, air, energy and quality growth issues. She has served in various roles shaping environmental policy and overseeing water related issues. Following her environmental role, she served as Senior Vice President for Business Higher Education, which focused on driving discovery, innovation and entrepreneurship through collaboration of business and higher education.

Dr. Marisol San Inocencio

Founder of the Women’s Care Center

Dr. Marisol San Inocencio is a 1990 graduate of University of Wisconsin and a 1994 graduate of Penn State University College of Medicine. Dr. San Inocencio completed her residency at the University of Miami School of Medicine at Jackson Memorial Hospital in the Department of Obstetrics and Gynecology in 1999. After a brief time in a local group practice, she went into solo practice opening the Woman’s Care Center in 2000. Over the past 16 years, Dr. San Inocencio has grown the practice to employ an additional physician and two nurse practitioners. Her research includes acute typical hyperglycemia in pregnancy, and hormone replacement therapy in breast cancer survivors.

Grace Hwang

Executive Director, Business Intelligence, Verizon Wireless

Grace Hwang has over 20 years of leadership experience in providing business intelligence and actionable insights to shape strategies and formulate tactics to improve company performance in the marketplace. While supporting both Wireless CMO and CFO organizations, Grace's finance team manages multi-billion dollar budgets pertaining to advertising and product development. Her business intelligence and data analytics teams provide decision support on pricing strategies, product management, portfolio prioritization, and promotion optimization.
McKenzie Fisher knows what it takes to be a leader. Since coming to Georgia College, she has propelled her leadership skills in positive directions as Co-Founder of Bobcats Against Hunger, an Emerging Leader of the Year Award recipient, President of Omicron Delta Kappa, and a Georgia Association of Colleges & Employers (GACE) Jack Mangham Award recipient.

As a first-year student, Fisher learned about the principles of leadership and how she could develop herself as a leader through the Emerging Leaders program. In her sophomore year, Fisher became a peer mentor for first-year Georgia College students to help them develop their leadership skills. She received the Emerging Leader of the Year award presented by Omicron Delta Kappa—a national leadership society, of which she now, as a senior, serves as president.

Fisher, a Marketing major, also completed the Leadership Certificate program and participated in the Georgia Education Mentorship (GEM) program.

Bobcats Against Hunger partnered with different campus organizations, local businesses and a church to raise funds. By the end of its second year, Bobcats Against Hunger raised $25,000 and packaged 100,000 meals for the non-profit Feeding Children Everywhere, and the meals were received in Baldwin County.

Fisher also enjoyed her leadership experience through the university’s GEM program. Her mentor was Georgia College & State University Foundation Trustee Alex Gregory, President, CEO, and Chair of YKK Corporation of America.

“I have learned a lot from him,” said Fisher. “He taught me to lead with humility and the importance of leading and treating people right.”

“McKenzie is an extraordinary servant leader,” says Gregory. “She has demonstrated more positive leadership while at Georgia College than most people experience in a lifetime. She is humble, honest, loyal, passionate, friendly, approachable and truly a beautiful human being – inside and out.”

Fisher was selected for the Jack Mangham Award by GACE for her broad leadership experience and for co-founding Bobcats Against Hunger.

She has held an internship with the Georgia College Leadership programs for a little over two years and recently completed an internship with GovStrive, a federal consulting group. Upon graduation, Fisher plans to move to Atlanta and continue working for the company.

“I believe that before students begin internships they need to understand the importance of doing their best on every task thrown their way,” Fisher said. “I think in order to really get the most out of any internship, students need to realize that some of the most basic tasks can be the most
Georgia College prides itself on giving students opportunities to learn both in and outside the classroom.

During the spring semester, about 120 students at Georgia College were enrolled in the Business Ethics course taught by Assistant Professor Cynthia Orms. The course is an introduction to ethical theory and philosophy emphasizing the development of analytical perspectives of ethical and social responsibility as it relates to business.

“My face-to-face business ethics classes are all required to do service learning, and it is taught from the perspective of what corporate social responsibility would be like if the corporation was located in this community,” said Orms. “The students utilize the skills they have learned as business majors like marketing, sales, accounting, management and collaboration.”

Georgia College students hosted a service event, Project Stand Down, for the at-risk working poor, precariously housed and homeless in the Milledgeville area. The event is in partnership with the American Legion and American Legion Auxiliary and was held at the Georgia National Guard Armory in Milledgeville.

The students worked tirelessly for months on everything from coordinating donations and volunteers to budgeting expenses and publicizing the event.

Project Stand Down is a one-stop model for delivering services to individuals and families who are homeless, precariously housed or at risk in any way.

Although this project was originally intended solely for veterans, after research and discussion with community service providers, it became clear that there were many more in the community that needed help beyond the veteran population.

The opportunity not only gives students a chance to connect with those less fortunate in the community, but also to put their skills learned from the class into action.
The 30th Annual Minority Youth and Business (MYB) Program took place in June. Thirty high school students immersed themselves in campus life by living in residence halls, attending classes taught by faculty, staff and student volunteers and eating at the university dining hall, all while learning about business and entrepreneurship. For the first time, 11th-12th graders from outside the state of Georgia attended the program.

“During the week, students were split up into groups to compose a business plan as if they were starting their own business with a new product,” said Crystal Little, Director of the MYB Program. “Then at the end of the week, the students present their business plans to a group of judges who serve as potential investors. This gives them the opportunity to engage in research within a fun learning environment and helps them recognize that college and a career in business is possible for them.”

The week long MYB Program at Georgia College has been promoting entrepreneurship for local high school juniors and seniors since 1985. The program is funded by grants from the Charles Koch Foundation and the Small Business Development Center.

“The main objective is to empower students and show them how to start a business,” said Emmanuel Little, Diversity Coordinator. “We want to encourage the spirit of entrepreneurship in these students, but there is also a significant aspect of college prep that goes into the program.”

Dr. John Swinton, Professor of Economics, has been involved in the program for more than a decade. Swinton now serves as a faculty volunteer and works to raise funds to maintain program quality.

“It offers a couple things that high school students are not likely to find elsewhere,” said Dr. Swinton. “They get an introduction to what it really means to run a business while they are still young enough to make choices to better prepare themselves for their future.”

The J. Whitney Bunting College of Business celebrated Constitution Week with a variety of programs involving students, faculty and staff. During the Constitution Week, schools nationwide are encouraged to study the U.S. Constitution and its role in modern society.

Matt Roessing, Assistant Professor of Business Law and Ethics, organized several programs on behalf of the J. Whitney Bunting College of Business.

Programs included a screening and discussion of the documentary “A Class Apart,” which addressed discrimination against Mexican-Americans and their struggle for civil rights; and a Times Talk “Gay Rights and Religious Freedom.”

The week included a Coverdell Constitution Week Panel on “The Constitution and the Court.” The cross-disciplinary panel of attorneys discussed and answered questions about recent Supreme Court decisions on same-sex marriage, the Affordable Care Act, employment law, and the Bill of Rights.
A liberal arts education helps develop an inquisitive mind, analytical reasoning, effective communication skills, and community involvement.
The J. Whitney Bunting College of Business would like to thank the generous donors who enable the college to continue its tradition of excellence and pursue new and innovative ways to serve students. Anyone interested in assisting the J. Whitney Bunting College of Business with its mission through financial support can contact Larry Simpson, Senior Director of Development, at 478-445-8129 or larry.simpson@gcsu.edu.
Charles Koch Supports Programs at the College of Business

The J. Whitney Bunting College of Business, the Georgia College Center for Economic Education, and the Office of Institutional Equity and Diversity are proud to announce the partnership with the Charles Koch Foundation to assist in funding the Georgia College Minority Youth and Business Program (MYB), the program was able to accommodate the largest class to date this past summer.

The partnership will ensure continued financial support for the program and allow for expanded outreach in the future. The support of the Minority Youth and Business Program aligns with the recent $25 million support by the Charles Koch Foundation to the United Negro College Fund to provide scholarships to underserved minority students.

In addition, the College of Business, in partnership with Charles Koch Foundation, was able to establish the Innovation Club for Collegiate Entrepreneurs, a student club open to all students at Georgia College irrespective of majors who want put their education and passion into practice through entrepreneurial thinking.

Corporate Sponsorships Make Programs Possible

The J. Whitney Bunting College of Business was able to expand development opportunities for its students through the generous sponsorships from our corporate partners.

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Capable business professionals possess knowledge and skills within the core business disciplines and have a specialized understanding of their chosen field.
Dr. Joe Schwartz, Professor of Marketing, received the 2015 Students’ Choice Award at the annual Atkinson Honors ceremony.

Dr. Tom Moore, Professor of Accounting, received the 2015 Students’ Choice Award at the annual Atkinson Honors ceremony.

Dr. Bob Duesing, Associate Professor of Management, received the Georgia WebMBA® Outstanding Faculty of the Year Award.

Matt Roessing, Assistant Professor of Business Law & Ethics, received the Georgia College 2015 Excellence in Teaching Award.

Dr. Catherine Whelan, Chair of the Accounting Department, was awarded the Georgia College 2015 Excellence in University Service Award.

Dr. Karl Manrodt, Chair of the Department of Marketing, Professor of Logistics and Supply Chain Management, and Director of the Masters of Logistics and Supply Chain Management program was quoted in a Forbes blog entitled: “Target Increases Penalties Up To Five Times For Suppliers Starting Today.” Dr. Manrodt provided insight to buyer-supplier relationships, which he has been studying for nearly two decades.

Dr. Karl Manrodt, Dr. Donnie Williams, Assistant Professor of Management, and Joseph Tillman, Founder of TSquared Logistics, presented The Top Distribution Center Metrics Report for 2015 at the annual Warehouse Education & Research Council conference.

Georgia College recently received a $63,000 grant from the U.S. Department of Agriculture (USDA). USDA Rural Development State Director, Quinton Robin-son, discussed the project on campus during his visit with Georgia College President Dr. Steve Dorman, Dr. James Payne, Dean of the J. Whitney Bunting College of Business, Caroline Collier, Director of the Center of Design and E-Commerce (CODEC), and Dr. Tanya Goette, Chair of the Department of Information Systems and Computer Science.

The USDA Rural Business Development grant will enable rural counties in Georgia to overcome significant challenges, including limited financial, technological, and human resources, while gaining greater exposure to the global marketplace, by partnering with Georgia College's CODEC.

“The grant project is based on the fact that central Georgia's small businesses play a crucial role in contributing to the region's economic recovery,” said Collier. “With a change in marketing techniques and expansion into global markets using e-commerce services made possible through CODEC, we hope that new businesses will once again thrive in central Georgia.”

CODEC will educate rural businesses on how to develop e-commerce websites, create effective social media pages and improve search engine optimization (SEO) of their websites using simple tutorial videos. Students from the Department of Mass Communication will film and edit the tutorial videos.

The project will also include students from a wide range of majors like management, information systems, computer science, mass communication, and marketing. The project will benefit students by giving them hands-on experience in their fields, while also benefiting small businesses in rural Georgia.

Economics Student Wins the National Frank W. Taussig Award

Kelly Lee, a May 2015 graduate in Economics, was selected as this year's winner of the Frank W. Taussig Award for her paper entitled “Does Post-Traumatic Stress Disorder Affect Employment?” The Taussig Award is an internationally competitive award given to the undergraduate or recent graduate in economics for the best research paper submitted through Omicron Delta Epsilon, the international honor society for economics.

Lee graduated after spending thirteen years in the U.S. Air Force, during which she was deployed six times. In her research, she examines the effects of post-traumatic stress disorder (PTSD) on the likelihood of being employed. Given her experience in the military, especially in overseas combat zones, her topic is quite personal, as well as economically and socially relevant. This paper also received the Best Undergraduate Paper Award at the Academy of Economics and Finance Conference in February 2015. Lee is currently enrolled in the Ph.D. program in Economics at Colorado State University.
The Students are in it to Win It

Marketing Majors Move to Semi-Finals in National Social Media Competition

Marketing majors Jonathan Brantley, Meghan Brieck, Caroline Dumas, and Mary Claire Nay made it to the semi-final round of the Ball State University Social Media Competition.

This was the first time Georgia College students have competed in the social media competition. The students worked under the direction of Mrs. Kimberly Roush, Lecturer of Marketing, to prepare for the competition. The team was also assisted by Dr. Doreen Sams, Professor of Marketing.

To prepare for the competition, the students were given a case study focusing on the brand new Courtyard by Marriott Hotel in Muncie, Indiana. The hotel has partnered with the Erskine Green Institute to develop a career training program at the hotel for individuals with disabilities. The students developed a complete social media campaign for the hotel to promote awareness in Indiana for the new hotel and the training institute. During the final rounds of competition, the students presented their plan to Marriott officials, representatives from the Erskine Green Institute, and other business executives.

Georgia College was one of twelve teams that advanced in this national competition. In addition to the competition, the students were able to attend a career fair with national employers interested in social media marketing specialists.

Master of Logistics and Supply Chain Management Student Awarded Scholarship

Fred Koeck, Master of Logistics and Supply Chain Management student, was presented with a $1,000 scholarship at the Lehigh Valley Transportation Forum (LVTF) located in Allentown, Pennsylvania. Koeck is currently the sales manager for Derby Supply Chain Solutions in Louisville, Kentucky.

The LVTF, a joint venture between the Lehigh Valley Chamber of Commerce, the Planning Commission and the Traffic Club of Lehigh Valley, brings together local, state and federal transportation representatives to focus on educating and engaging the business community on the issue of transportation and infrastructure.
Larrentis Thomas was selected to receive a $10,000 scholarship from the Public Company Accounting Oversight Board (PCAOB) to finance his graduate degree. The PCAOB provides merit scholarships to encourage students to pursue a career in auditing. This is the PCAOB’s sixth year granting scholarships through the PCAOB scholarship program.

“The organization selected accounting programs throughout the country, and ours happened to be selected. The teachers at Georgia College selected me to receive the scholarship,” said Thomas. “It lifts the financial burden extremely. I do not have to worry about taking out a loan for college as far as tuition goes, so it definitely helped a great deal.”

With his successes lining up in the classroom and for his career, Thomas felt the need to help guide others. In doing so, he volunteered at the 30th annual Minority Youth and Business Program at Georgia College. The week long program gave thirty high school students the opportunity to immerse themselves in campus life by living in residence halls, attending classes taught by faculty, staff and student volunteers and eating at the university dining hall, all while learning about business and entrepreneurship.

“I think that many young minority kids may not have been taught how to grow in the business environment,” Thomas said about why he volunteered. “They are learning stuff like that now in this program. For instance, we went to a business etiquette dinner. That’s very helpful. Experiences like that are very good for them to have.”

For Thomas, his experience at Georgia College shaped not only his choice of careers, but also allowed room for personal development.

“The most impactful thing about Georgia College has been the professors,” said Thomas. “Before I got to Georgia College, I was really reserved and closed off. I wanted to stay in my comfort zone. Coming here made me transition from being a severe introvert – and I am still somewhere in between – to finding how to come out of my comfort zone. I owe all of that to the professors who gave me advice.”

Over 100 students, faculty and friends were honored at the annual J. Whitney Bunting College of Business Atkinson Honors Ceremony, organized by the Dean’s Student Advisory Board, on April 21, 2016.

At the ceremony, College of Business students were presented with scholarships, leadership awards, professional development awards, honor society memberships and awards for outstanding major in each department. Faculty were also presented with awards for Excellence in Teaching. Donors to the College of Business were thanked for their contributions to new scholarships and the the first inductees into the College of Business Hall of Fame were introduced.
Students in the J. Whitney Bunting College of Business excel academically and professionally through support they receive from our faculty, staff, board members, alumni, and donors. We would like to take this opportunity to recognize individuals who serve as role models to our students through their service and dedication to the mission of Georgia College and the College of Business. These individuals are the inaugural group inducted into the College of Business Hall of Fame.

Robert Betzel
Rob Betzel is the founder of Infinity Network Solutions, created in 2000, the company has grown into one of the premier IT services companies in the state of Georgia, listed in INC's 5000 Fastest Growing Private Companies in the U.S. In addition to growing his company, Rob has been heavily involved with Georgia College as a member of the IT Advisory Board and the College of Business Advisory Board in chairing the sub-committee on business relations. He is also involved with local economic development efforts serving on several boards including the Macon Chamber of Commerce, the Macon Economic Development Commission, the Technology Association of Georgia Chapter of Middle Georgia, and most recently with Mercer University's Center for Innovation. Rob along with a group of other entrepreneurs founded Spark Macon and the creation of Middle Georgia’s first Maker Space. His passion in harnessing local talent to serve the region is evident by establishing the Infinity Network Solutions Fellowship and renovation funding for the College of Business’ computer labs. Rob received his BBA in Management Information Systems from the College of Business at Georgia College.

Alex Gregory
Alex Gregory is the Chairman, President, and CEO of YKK Corporation of America in overseeing YKK’s North and Central America Group of twelve companies in Canada, the U.S., Mexico, Central America, and Colombia. Alex began his career with YKK in 1973 and was named the first non-Japanese president of YKK in 2001, and in 2004 first non-Japanese group officer in Japan. From 2008 to 2010, he served on YKK’s Board in Japan and in 2011 was named Chairman of YKK’s Board of Directors. In 2010, Alex was one of five CEOs spotlighted in Hayes and Comer’s book *Start with Humility: Lessons from America’s Quiet CEOs On How to Build Trust and Inspire Followers*. In addition to his duties with YKK, Alex has been involved with a number of non-profit boards: Georgia College Foundation, the Carter Center Board of Councilors, the Georgia Chamber of Commerce, the Japan-America Society of Georgia, the Georgia Association of Manufacturers, Next Generation Manufacturing, Cowan-Turner Center for Servant Leadership at Georgia Tech’s Scheller College of Business, University of North Georgia’s Mike Cottrell College of Business Advisory Council, and Kennesaw State University’s Asian Studies Advisory Board. Alex has received numerous awards and honors for his service to the community. Specific to his engagement with alumni and students, Alex received Executive of the Year Award from Georgia College; the Georgia Tech Academy of Distinguished Engineering Alumni, and the George College Foundation Academy of Distinguished Alumni and Friends; and Georgia College Circle of Omicron Delta Kappa Honor Society. Alex received his B.S. in Textile Engineering from Georgia Tech and his MBA and MSA from Georgia College. He retired as a commander from the U.S. Naval Reserves in 1998 after serving 28 years.
Dr. Ken Jones

Dr. Ken Jones served Georgia College from 1976 to his retirement in 2002 in various capacities as a Professor of Economics and Finance and as an administrator. During his tenure, Ken served as the Director of the Small Business Institute, and on the Board of Directors of the Minority Task Force in assisting minority-owned businesses in the region. As the Assistant Director of Off-Campus Programs, he was instrumental in the College of Business’ AACSB accreditation efforts for off-campus programs. In 1992, Ken was appointed Dean of the newly created Graduate School and Research Services and served in this capacity until his retirement in 2002. During this period, Ken developed the state-wide Minority Leadership Program which helped African-American students pursue graduate education. In addition to his administrative accomplishments, Ken was very much engaged in student success initiatives on campus as well as serving as advisor to the Phi Kappa Phi fraternity and in a number of professional associations including President of the Georgia Association of Economics and Finance, Chairman of the Oconee Regional Medical Center Board, and Better Business Bureau of Middle Georgia Board. Ken and his wife, Joann, continue to be active in the community and engaged with the College of Business in establishing two scholarships.

Dr. Joann Jones

Dr. Joann Jones served Georgia College from 1976 to her retirement in 2003 as Chair of the Department of Economics and Finance for six years and as Dean of the J. Whitney Bunting College of Business from 1986 to 2003, the longest serving dean in the College's history and the first woman in the University System of Georgia to serve as business dean and only one of twelve women among AACSB accredited business schools. During her time at Georgia College, she led the College of Business in its initial AACSB accreditation in 1997. In addition to her responsibilities as Dean, Joann created the Center for Economic Education as well as established the Minority Youth and Business Program, Students in Free Enterprise Chapter, Georgia College's chapter of Delta Sigma Phi, and the Dean's Student Advisory Board. Her professional work includes serving as President of the Georgia Association of Economics, Vice President of the Association of Collegiate Business Schools and Programs, President of the Academy of Economics and Finance, President of the Southern Business Association, and served on the boards of the Georgia Council of Economic Education, the Students in Free Enterprise National Advisory Board, and the Committee on the Status of Women in the Economics Profession of the American Economic Association. Her accomplishments have been recognized by the Georgia College Alumni Association with the William Bone Achievement Award, the George Washington Honor Medal for Excellence in Economic Education, the Freedom Foundation at Valley Forge, and the Champion of Free Enterprise Award.

Rhonda P. Wood

Rhonda Wood is an accomplished leader with 30 years of experience in federal government human resources system development and operations. Rhonda is the Chief Officer for the U.S. Office of Personnel Management’s Employee Systems Branch, Human Resources Solutions Information Technology Program Management Office in Macon, Georgia. She leads a team of professional information technology specialists in developing state-of-the-art automated benefits systems for federal and state agencies. Rhonda has experience leading large government-wide system development efforts and manages major employee/retiree automated self-service benefits systems that support 95 federal agencies with more than 9 million civilian and military employees, members, retirees, and annuitants. She also manages the technical development and support of the first government-wide performance management system. Rhonda received her B.B.S. degree in Business Information Systems and Masters in Management Information Systems from Georgia College. She is a certified Master Project Manager® and a certified Scrum Master in Agile software development. Rhonda has served on the Georgia College Foundation Board and as President of the Alumni Association Board. She currently serves on two boards for the university including the College of Business Advisory Board and the IT Advisory Board where she was the founding chair. In 2015, Rhonda established the Rhonda P. Wood Endowed Scholarship for students enrolled in the Management Information Systems program at Georgia College.
Dr. Karl Manrodt and Dr. Donnie Williams took students to the Transportation Club of Atlanta’s annual banquet. After listening to presentations from Delta and Cox Communications, each of the Georgia College students were awarded scholarships of $1,000.

“I never realized how many career options there are in the logistics industry and how it really is one of the fastest growing industries. I wish more students would be open to learning more about it,” said Catherine Hale.

Rebecca Reed wrote that “Receiving this scholarship has really opened my eyes to how many opportunities there are in logistics. It is a very important part of business and the growth in this field is phenomenal!”

Dr. James E. Payne, Dean and Professor of Economics of the J. Whitney Bunting College of Business, has been invited to serve as a guest editor of one of the top energy economics journal, *Energy Economics*, for a symposium issue entitled “Energy Sector Convergence”.

“I am honored to be invited to serve as a guest editor, especially given the academic prestige of the journal’s editors with affiliations at Stanford University, the Tinbergen Institute, among others. The topic of energy convergence is very relevant to the changing energy patterns as economies evolve, not to mention its importance in understanding global climate change. Hopefully, the studies will provide useful insights regarding the design and implementation energy policy and the desired path for countries to achieve a more sustainable energy consumption mix,” said Dean Payne.
Our Boards

The faculty and staff of the College of Business, in partnership with constituencies such as our advisory board, alumni and university advancement, will distinguish our undergraduate and graduate business programs.
The College’s Advisors

College of Business Advisory Board

The Bunting College of Business Advisory Board assists in promoting the College of Business to the business community, augmenting the College of Business’ existing career counseling and placement services, providing the faculty with continuing opportunities for interaction with the business community, and sharing special insights through classroom presentations. Although fund raising is not a purpose of the board, a natural result of the advisory board has been financial support for many of the College of Business activities.

CHAIR
Getra Sanders, Real Estate Development Manager, Chick-fil-A, Inc.

VICE CHAIR
Tim Ligon, CFO, Goodwill Industries of Middle Georgia, Inc.

PAST-CHAIR
Kim T. Wall, Director, Community Development Georgia, United Credit Union

REGULAR (VOTING) MEMBERS
- Keith Barlow, The Union Recorder
- Jeff Bartholomew, Independent Business Consultant
- Amber Bennett, Small Business Development Center
- Rob Betzel, Infinity Network Solutions
- Rick Cogdell, Reynolds Plantation Property Owners Association
- Reid Conklin, Charles Swchab (Retired)
- Ray Crumbley, YourEncore
- Tom Cummings, Coca-Cola Company
- Larry Edwards, Sigma Plastics
- Kim Gay, Medinet Systems
- Christopher Gibson, BB&T
- Jeff Lacksen, TREECO
- Lynn Lavery, Choice Group
- Robert E. Lee, Prudential Financial (Retired)
- Tim Ligon, Goodwill Industries of Middle Georgia, Inc.
- Mike Madison, Altisource Labs
- Mike McCabe, Edward Jones
- Larry Moore, AT&T
- Henry Pope, Exchange Bank
- James Robertson, Turner Broadcasting, Inc.
- Getra Sanders, Chick-fil-A
- Nitin Shah, Embassy National Bank
- A. Mark Smith, Smith Communications, Inc.
- Wilbur Strickland, Mondelez International
- Kim Wall, Georgia United Credit Union
- James L. Wall, AT&T
- Andy Watson Jr., Andy Watson Jr. & Associates, LLC
- Thomas Weber, Diversified Consulting Services, LLC
- Wilbur Strickland, Mondelez International
- Kim Wall, Georgia United Credit Union
- James L. Wall, AT&T
- Andy Watson Jr., Andy Watson Jr. & Associates, LLC
- Thomas Weber, Diversified Consulting Services, LLC
- Wilbur Strickland, Mondelez International
- Kim Wall, Georgia United Credit Union
- James L. Wall, AT&T
- Andy Watson Jr., Andy Watson Jr. & Associates, LLC
- Thomas Weber, Diversified Consulting Services, LLC

Marketing Advisory Board

The Department Marketing formed an advisory board in 2014. The board has taken the year to begin the planning process, define its mission and interacting with students. The board has held several panel discussions and networking events for the Department of Marketing and students.

Board members:
- Jeff Bartholomew, Everest Business Coaching
- Max Pichan, Marketo
- Rob Tate, PossibleNow
- Jim Stiff, Goodwill Industries
- Kyle Kirchof, Alexander Babbage Inc.
- Alan Franks, The Piedmont Group of Atlanta
- Emily Beatty, Southwest Airlines
- Kimmie Wingo, 360i
- Shauna Jennings, Home Depot
- Sarah Clark, I Heart Media
- Mike Killeen, Lenz, Inc.
- Olivia Bartholomew, Linked Media Consulting
- Zach Tuman, Salesforce
**Accounting Advisory Board**

The Department of Accounting Advisory Board, established in 2012, continued its mission to provide advice, guidance, and support for the continuing development of high-quality programs in the Department of Accounting.

The Professional Development Committee provides career development activities and services that enhance the personal and professional growth of accounting students.

The Advancement and Alumni Relations Committee supports the accounting programs through the generation of gifts to fund scholarships and to provide resources for student, faculty and alumni activities. The committee also engages in external relations activities that promote the accounting programs at Georgia College.

**Board members:**
- Buddy Mason, Southern Company
- Greg Peacock, Georgia Department of Revenue
- Wayne Perry, Georgia Farm Bureau
- Cal Brantley, Nichols, Cauley & Associates, LLC
- John Davis, Dixon Hughes Goodman, LLP
- Ken Neil, Clifton, Lipford, Hardison & Parker, LLC
- Anissa DeRieux, Flint Electric Membership Corporation
- Brad Kuglin, Resources Global Professionals
- Tammy Hunter, KPMG
- Nancy Geery, Habif, Arogeti & Wynne
- Stephanie Pulliam, AT&T
- Julie Ellington, TJS Deemer Dana
- Jason Rogers, Granth Thornton
- Jeff Winland, Habif, Arogeti & Wynne
- Georgia Slagle, Howard, Moore & McDuffie, P.C.

**Information Technology Advisory Board**

The IT Advisory Board was active during the 2015-2016 academic year. Many of the advisory board members hosted students from CBIS 3212 and CSCI 3342 in a job shadowing assignment. Pairs of students visited with a company for half a day to get a better understanding of the IT work environment. In conjunction with the fall board meeting, the board hosted a faculty luncheon to give faculty and board members a chance to network. In December and January, board members reviewed student resumes to assist them in preparing for the annual IT Career Fair.

The board sponsored an etiquette dinner for the first IS/CS Professionalism class in March. Several board members were able to interact with students at this new annual event. The spring board meeting was followed by the annual student networking event.

**Board members:**
- Rob Betzel, Infinity Network Solutions, Inc.
- Chris Cannizzaro, UPS
- Randy Clark, Georgia Farm Bureau Mutual Insurance Company
- Donny Crume, Florida Department of Economic Opportunity
- Jeff Delaney, Board of Regents
- Tom Glover, Cogentes
- Sheri Johnson, Ellucian
- Bernie Lannan, Robins Air Logistics Center
- Mike Madison, SAI Global
- Mark Misinco, Delta Airlines, Tech Ops Division
- Juan Nassiff, The Proven Method
- Victor Rigole, GEICO
- Rebecca Riley, Acuity Brands
- Shannon Riley, Finch Web Studio
- Ed Robbins, Lockheed Martin Aeronautics
- James Robertson, Time Warner
- Gay Smith, Accenture
- Josh Spillers, S1 Corporation
- Ed Stanley, Georgia College
- Ian Stewart, Cardlytics, Inc.
- Siggy Tetteh, Navicent Health
- Kenneth Trussell, Thiele Kaolin Company
- Darnell Vickers, Norfolk Southern Company
- Jody Yearwood, Georgia Military College