



# Annual Report

## J. Whitney Bunting College of Business

Fiscal Year 2012-2013

Georgia College & State University  
J. Whitney Bunting College of Business  
Dale Young, Interim Dean  
July 2013



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COLLEGE

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J. Whitney Bunting College of Business

# Dean's Report

Greetings,

We are pleased to showcase some of the significant accomplishments of our team here in the J. Whitney Bunting College of Business through this Annual Report. This year *U.S. News and World Report* listed us among other AACSB-accredited business schools as:

- Georgia's #1 online MBA
- Georgia's #5 part-time MBA
- Georgia's #6 undergraduate business program
- The nation's #15 online MBA



These national and state-wide rankings match well with a number of key output measures. Our business student organizations traveled to competitions in Atlanta, Arkansas, North Carolina, and Florida. At least two participants in a recent national sales competition received job offers as a result of their performance. One of our undergraduates participated in a team that placed second in a regional CIBER case competition. Our accounting majors scored extremely well on the last round of CPA exams; for first-time test takers one-year out of an undergraduate program our overall pass rate was 85%, well above the national average of 59%. One of our marketing majors is this year's Atlanta chapter recipient of the American Marketing Association Outstanding Collegiate Marketer. Other accomplishments are detailed in this report, but this sampling shows why I am so extremely proud of our team's accomplishments.

There have been some administrative changes at the college and university since last year. Dr. Kelli Brown, from the University of Florida in Gainesville, became Provost at Georgia College this past fall. In the College of Business I assumed the role as Interim Dean. Our Accounting Chair, Dr. Catherine Whelan, has taken on the role of Interim Associate Dean while I am interim dean. On the departmental level, Dr. David McIntyre became the Interim Accounting Chair and Dr. Nicholas Beadles moved into the role of Interim Chair of the Management Department.

During this upcoming academic year, in addition to my interim dean duties, I will complete an ACE Fellowship at Berry College in Rome, Georgia. The American Council on Education ACE Fellows program is a premier leadership development program for academic administrators. I look forward to this significant opportunity and appreciate the support of our president, Dr. Dorman, in making this possible.

This summer our dean, Matthew Liao-Troth, became provost at Hawaii Pacific University in Honolulu, Hawaii. Last year he was Georgia College's interim provost; in the previous two years, he was our dean. The faculty and staff in the College of Business appreciate Matthew's leadership and energy as dean; we wish him well in this new endeavor. The university will open a search for a dean in the fall.

Sincerely,

A handwritten signature in cursive script that reads "Dale Young". The ink is dark and the signature is fluid and legible.

Dale Young, Interim Dean  
J. Whitney Bunting College of Business

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# Engaged Learning

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At Georgia College engaged learning is a hallmark of the student experience. In the College of Business, engaged learning encompasses techniques as varied as consulting projects with client organizations, case studies, student-run enterprises, programming and sales competitions, collaborative research projects led by faculty members, and use of classroom tools such as Polycom and CapSim.

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*“It’s awesome to be part of a university that offers real world experiences provided by a group of professors who really care about our future success.”*

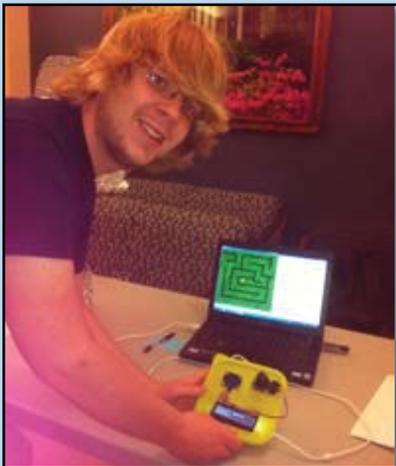
*~ Whitney Deadwyler ~*

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## Computer Science Phidget Runway

For the past several years, at the end of the fall semester, Computer Science programming students under the direction of Dr. Gita Phelps and Dr. Cathy Liu have presented their class projects to the public. The projects apply object-oriented programming and graphical user interfaces to create software that interacts with “phidgets.”

*Computer Science 1302* is a freshman programming course that challenged students to solve problems through writing software. Students were challenged to create software programs that interacted with “Phidgets” that measured quantities such as light, vibration and motion and controlled different motors. Students exhibited their phidgets in the Atkinson Hall lobby on April 26.



## GM Executive Shares Insights with Students and IT and CS Faculty

One of the featured guests, of the Shades of Green Symposium in April, was Araba Dowell, Group Regional Manager of Communications for General Motors. She came back to GC this year and brought two of GM’s energy efficient vehicles to campus for test-drives. While on campus she spoke to an audience primarily composed of College of Business students about GM’s sustainability efforts and shared tips on how to get interviews with companies like General Motors. She joined the Information Systems and Computer Science faculty and Master’s students on the evening of April 22nd to discuss GM’s new Roswell Georgia technology facility and its significance to the state.



## Strategic Marketing

Students in Dr. Renée Fontenot’s capstone Marketing course, Strategic Marketing, work with clients each semester. In competitive teams, students met with clients, assessed their needs and developed year-long comprehensive marketing plans tailored to meet the needs of the organization. Among the participating clients that provided the hands-on opportunities for the students to gain professional experience were: an ice creamery start-up by Frank May; Oconee Area Citizen Advocacy, Ms. Brittany Curry and Ms. Margaret Chambliss; ViewVisitor, Josh and Sam Ovet; and Spherion, Mr. Michael Chalmers and Mr. Cole Posey. Mr. Posey was no stranger to the strategic marketing course projects as he himself was a 2008 Marketing graduate of Georgia College.

## Tutoring Program in Computer Science

Dr. Gita Phelps, along with fellow Computer Science and Information Systems faculty Dr. Cathy Liu and Dr. J.F. Yao, received a STEM Mini-Grant for their project for a tutoring program in computer science. The STEM program supports projects that aim to advance innovative teaching and learning in Science, Technology, Engineering, and Mathematics.

The award was announced in November. The STEM initiative is funded by the University System of Georgia.

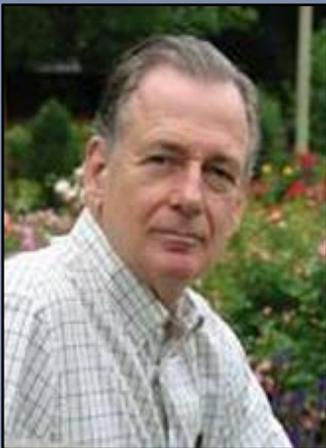


## Shades of Green Water, Energy, and Transportation Symposium

GC Shades of Green is dedicated to responsible leadership grounded in ethics, corporate responsibility and social responsibility for the creation and maintenance of a sustainable world. The mission of GC Shades of Green Symposium is to develop environmentally responsible citizens through collaboration of the GC Sustainability Council with students, faculty, staff, community members, and strategic business partners. GC Shades of Green is dedicated to providing valuable educational opportunities outside the classroom that expand knowledge beyond textbooks and lectures. Students directed numerous aspects of the events including: coordinating sponsorships,



### Events during the two and a half day symposium included:



A dialogue with Jay Hakes (left) who has extensive experience working on energy issues as a member of the Energy Information Administration within the U.S. Department of Energy.

A Department of Theater staged reading of Henrik Ibsen's "Enemy of the People," at the Campus Black Box Theater.

Jeniffer Sams (Master of Art Education University of Florida) added to the events with a 2-1/2 day eco-art display on the second floor of Atkinson Hall of the works of GC students and community members.

Test drives of GM's eco-friendly vehicles.



coordinating publicity, managing event logistics, and overseeing event hospitality.

GC Shades of Green (SOG), is a sustainability initiative begun by Dr. Doreen Sams, Associate Professor of Marketing, for her master's class in Business Ethics and Global Issues in 2008 and has grown into a series of events sponsored by the GC Sustainability Council serving GC students, staff, faculty and the surrounding community.

The 2013 Water, Energy and Transportation (W.E.T.) Symposium was a great opportunity for everyone to get engaged and learn about environmental sustainability and careers across disciplines in sustainability. Events were held April 22, 23, & 24.

Among the many companies and guests were returning participants General Motors Corporation & Mage Solar. In addition, a number of new participants included: Georgia Power (a Southern Company), the Green Chamber of the South, the National Wildlife Federation, and Sprint. Betty Woodman, an Emory graduate with her Ph.D. from Emory in Ethics and Leadership hosted a panel discussion - "The Power of the Role of Leadership, Legislation, and Ethics in Sustainability." This year's SOG grew this year in part because of the support of the General Motors Corporation.

## Regional AITP/AIS Competition



The second annual Middle Georgia Regional *Association of Information Technology Professionals* competition was held on October 27<sup>th</sup> at Middle Georgia Technical College (MGTC). Georgia College students participated, with nine different students placing in the following events:

### Database Design

1st- GC – Sam Hardy & Dylan Masters  
2nd - GC - Kim Linton & Daniel Morris

### Security

1st – Sam Hardy & Evan Whaley  
2nd – Chuck Cherry & Dylan Masters

### Networking

2nd- Ronrico Slack & Evan Whaley

### Systems Analysis

1st - Lauren Canova  
2nd - Kim Linton  
3rd - Daniel Morris

## CS Students compete at Mercer University Programming Contest

Computer science students travel to the Consortium for Computing Sciences in Colleges (CCSC) Southeast Regional Conference to participate in a programming completion each year. In 2012, they placed 6<sup>th</sup> out of 29 teams. The CS majors take teams to Mercer University each year to participate in their programming contest.

## Enactus Projects Teach and Support Entrepreneurship



The students in Enactus (formerly known as SIFE), overseen by associate professor of marketing, Dr. Renée Fontenot, used the proceeds from the sale of herbs at the local farmer's market to help purchase 80 pairs of colorful high-top shoes from Peru. The shoes were hand-made in a remote village so the purchase provided much needed revenue for the village.

The proceeds from the sale of the shoes went to fund future Enactus projects including efforts to support other entrepreneurs through the continued contribution to Kiva.org, a micro-financing organization, and to help provide shoes for school children in Baldwin county and in Peru. Alvaro De La Torre, a native of Peru and the former president of the program at the college, had the idea of selling the shoes. After De La Torre's graduation last December, Katie McGuire, a management major, took the initiative over.

## Liberal Arts MBA Students Study Abroad

The college's full-time, cohort-based Liberal Arts MBA program is designed for students who have earned an undergraduate degree in a field other than business. The initial cohort in the program began during the summer of 2010. As a required part of their graduate studies, in the summer of 2012 the second MBA cohort completed a short-term study abroad, travelling to India with Dr. Bryan Marshall and Cynthia Orms, JD. In the summer of 2013 the MBA Cohort visited Australia accompanied by Dr. Tanya Goette and Cynthia Orms, JD. While they were there they also met with Accounting Chair, Dr. Catherine Whelan.

## Student Chosen to Compete at Athgo Global Innovation Forum

Undergraduate Marketing student Steffi Beigh was selected as one of the 200 promising young people from around the world to participate at Athgo's 5th Global Innovation Forum titled ICT Powering Constructive Entrepreneurs at the World Bank headquarters in Washington D.C. from May 22nd to May 24th 2013.

The Forum was co-hosted by the World Bank External Affairs, International Telecommunication Union (ITU), and the UN Broadband Commission for Digital Divide. Senior executives of blue chip companies like Daimler and Chrysler were in attendance and made presentations.

Pictured at the Finnish Embassy, are Steffi Beigh (right) the Ambassador from Finland (center) and one of Ms. Beigh's teammates from Saudi Arabia (left).



## Computer Science Department partners with Georgia Tech

In the spring of 2013, the ISCS Department signed an MOU with Georgia Tech. This agreement allows CS seniors to spend a semester at Georgia Tech taking upper level CS courses. The seniors meeting certain prerequisite and GPA requirements take four classes in one of two threads at Georgia Tech. This allows exceptional CS students at Georgia College to receive a concentration in courses that cannot be offered by our department.



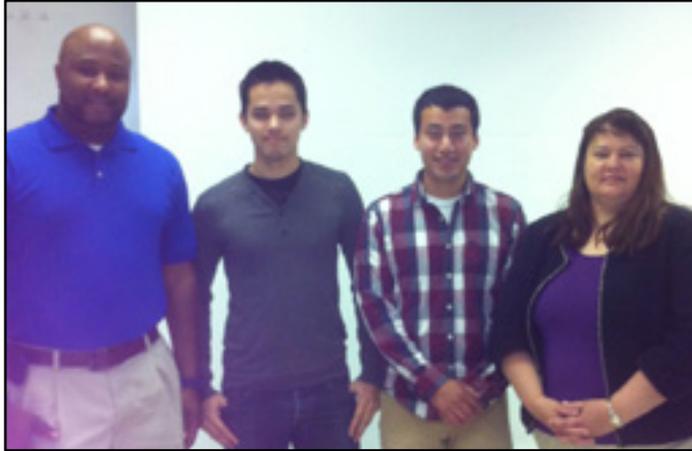
## Kick Away Hunger Food Drive

On October 3, members of Ron Smith's Sports Marketing class held a canned food drive during the GC women's soccer game at Bobcat Field. Each canned food donation earned a raffle ticket to students, who then had an opportunity to win prizes at halftime.

All canned food gathered during the evening was donated to the local Habitat for Humanity. It was a fun evening and successful project, in support of a local not-for-profit agency.

## Computer Science Students Help Businesses

Computer science majors developed software as part of their software engineering class to help two organizations within the community.



Three teams of students created a website to maintain IT inventory for

Georgia Military College (GMC). Three other teams of students built software to manage loans and record payments for Beckham's Title Pawn. The teams presented their work to their clients at the end of the Spring semester. Each client decided which of the three solutions best fits their needs and will implement the software in their company.

## Marketing Student Presents Research in Greece

Ivan Manoylov, a Marketing major, presented the academic research study he conducted with Doreen Sams, Emily Scarboro, and Janna Parker, "The Sustainability Paradigm: The Perspective of the Small Retailers" at the Wessex Institute of Technology, Kos Greece May 27-29, 2013. The study was also published in the Conference Proceedings. His travel to the conference was made available through funding by the Undergraduate Research Grant Office. Ivan is continuing the research along with his mentors.



## CISCO Shares Experience with Business Students

A team of Cisco sales consultants, Jared Carter (CCIE) and Brian Panosian (Account Executive), visited Georgia College on November 8, 2012. They shared their customer relations and retailing experience with Full-Time MBA and marketing students. The two make up a team of sales consultants. Carter, who is highly specialized in computer networking, spoke to the Introduction to Networking class.

## Student Research Project Presented at Conference

Nicole (Niki) Lekas and Tara McCarthy, both Marketing major, presented the research each conducted with their professors: Janna Parker, Doreen Sams, and Joe Schwartz at The Society of Business, Industry, and Economics (SOBIE) Conference in Destin Florida on April 19, 2013.

Ms. Lekas presented her paper written with Dr. Parker and Dr. Sams, "The Perceived Economic and Emotional Value of Eco-Feedback Water Conservation Technology." Ms. McCarthy presented her paper written with Dr. Sams and Dr. Schwartz, "Studying Abroad: Length of Study and Homesickness."

Tara was the first marketing major to study under the new MKTG 4999 "Undergraduate Research-Marketing."



## Doing Business with China in a Changing and Challenging Economy

Six of Dr. Sams' International Marketing Strategy students accompanied her to the "Doing Business with China" event on February 8 at the World Trade Center in Atlanta hosted by Georgia State University Confucius Institute, the World Trade Center of Atlanta, and Ackerman & Company. Students from both Georgia College and Georgia State University shared the room with small, medium, and large businesses' executives and representatives to hear panel discussion on topics focusing on the role of culture, government, trade finance and banking, international money transfers, legal considerations, protection of intellectual property rights, logistics, building relationships and more when doing business with China.



The GC Marketing students' reactions to the event were very enthusiastic.

Whitney Deadwyler: "I acquired a good amount of knowledge, and even a few business cards! It's exciting to start feeling like a young professional. It's awesome to be part of a university that offers real world experiences provided by a group of professors who really care about our future success."

Brittany Baron: "The event was an eye opener of how one makes connects and networking."

Steffi Beigh: "Very informative, but also great to see how much we already have learned in school."

Ryan Shirley "It was a great way to broaden my business experience."

### Engaged Learning - Short Takes

A team of Marketing students attended the AMA Collegiate Conference in Atlanta, on March 1, 2013.

Georgia College continues to succeed in placing students into the Disney College Program.

Dr. Doreen Sams' Marketing classes have conducted several Skype sessions with students in Canada, Venezuela, and China. The in-country contact in China is Amy Chastain. Ms. Chastain is the former marketing director for Goodwill in Macon and is Instructor at Shantou University in the English Language Center. Dr. Sams has also used Web conferencing to link with students in Spain.

Smart-phone application development completed by Dr. Gita Phelps and the Georgia College Computer Science students.

John Swinton regularly conducts a "Playing the Stock Market Game" workshop for middle grade and high school teachers around the state.

Use of Capsim to create and execute business plans in a Management entrepreneurship class taught by Dr. Bob Duesing.

# Professional Development

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Each year the College of Business provides business majors a variety of opportunities to enhance what they have learned in the classroom by developing their professional skills through activities such as networking luncheons with alumni, classroom speakers, mock interviews, resume reviews, mentoring, and guest lecturers who are hosted by various student groups.

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*“I want it to become an ongoing experience and help as many students as possible down the road who are engaged in the classroom and field.”*  
*~ Robert Betzel ~*

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## CIO Speaks to Students

Mr. Ricardo A. Bartra visited and spoke to a Database Management class on February 19.

Mr. Bartra is a SVP, Chief Information Officer for DHL Global Forwarding Americas. Prior to this role, Ricardo served as the Chief Architect and Global Head for IT strategy for the Consumer Business at GlaxoSmithKline based out of Philadelphia.

Mr. Bartra is a business-driven IT executive with a 21 year track record of accelerated advance in Fortune 100 global corporations in four industry verticals: Semiconductors, Consumer Electronics, large Pharmaceutical business and global logistics – Royal PHILIPS, GlaxoSmithKline and DHL.

Mr. Bartra is also a member of the Department of Information Systems and Computer Science's IT Board



## Successful Women Entrepreneurs Class Create Business Plans

On December 3rd students in the Successful Women Entrepreneurs course taught by Dr. Renée Fontenot ended the semester with a Celebration of Knowledge. The cross-



listed marketing and women's studies course culminated in formal presentations of four different business plans. Each plan was developed by a team of students and designed specifically for new women-owned businesses in Baldwin County.

Five community members (pictured from left to right), Lisa Perry, Business Consultant, Small Business Development Center; Donna Collins, Vice President of Lending, Century Bank & Trust; Carlee Schulte, Director, Milledgeville Main Street; Sherry Malone, Allied Arts; and Mike Couch, Executive Director Central State Hospital Local Redevelopment Authority, participated in the celebration by watching the presentations, critiquing and providing feedback to the students.

## Industry labor expert visits Management class

Former Advisory Board chair, Larry Entrekim, recently spoke to a Collective Bargaining and Labor Relations class taught by Dr. Clyde Conine. Mr. Entrekim formerly managed a large carpet manufacturing company in this area and shared his experience with a union organizing drive. He explained some of the organizing tactics employed by the union and some of the avoidance strategies employed by the company. The attempt to unionize was defeated before it ever came to an election at the plant. A state union representative plans to visit the class later this semester to represent the union side of the issue.



## Alumnus Robert Betzel Establishes a Scholarship Endowment for MIS Majors

Throughout his undergraduate experience at Georgia College, Robert Betzel, '98, worked full time while earning a bachelor's degree of business administration in management information systems (MIS).

He attributes his success in and completion of the program to professors like Dr. Harry Glover and Dr. Tanya Goette of the university's J. Whitney Bunting College of Business. At age 37, Betzel decided to give back to his alma mater by establishing a scholarship endowment-The Infinity Network Solutions Continuing Education Scholarship-named after the information technology company he started right after college.

"The scholarship supports dedicated students who have a passion for accomplishing their dreams in the field and using their skills to make their communities better," said Betzel.

Through the GCSU Foundation, the annual scholarship awards \$500 to a student working full time while pursuing a MIS degree in the College of Business.

"This scholarship supports the college that supported me," said Betzel. "I want it to become an ongoing experience and help as many students as possible down the road who are engaged in the classroom and field."



## Mock Interviews

Fall mock interviews took place in Atkinson Hall on November 9th and 16<sup>th</sup>, as students prepared themselves for graduation and real life interviews. Eleven experienced members of the Dean's Advisory Board volunteered their services as interviewers during the morning then continued talking with students over lunch. Several members were also available to schedule telephone and Skype interviews (via computer) with students. Rick Cogdell, Chair of the Student Development Committee for the Advisory Board, coordinated the mock interviews with the Georgia College Career Center.



## 2013 Bone Lecture

Martin Grace, Georgia State University Associate Director and Research Associate in the Center for Risk Management and Insurance Research spoke to the College in March for the Frank Bone Memorial Lecture on the topic of "The Future of Risk Management."

Over his career, Dr. Grace has consulted with the National Association of Insurance Commissioners, various state regulators and industry associations. He has testified before the U.S. Congress on the future of insurance regulation, as well as, before state legislatures on insurance regulation and taxation.

## College and University Career Events

The College of Business and the University Career Center have partnered together to enhance students' professional development opportunities, with over 400 students participating in career development activities.

### Student Information

- 1,141 documented interactions with 469 individual COB students in activities such as appointment and walk-in advising, career fairs, networking events, class presentations, workshops, employer presentations and networking activities, etc. (**Numbers pulled from report of documented student contacts in C3M which is used for appointments, walk-in traffic and events. Students are typically checked in individually unless it's a large class or student organization presentation.**)
- 2,345 students across campus completed internship, practicum, and clinical experiences for academic credit. **69 COB students were listed in this report from the Registrar's Office.**
- 510 COB students were active Career Connection users in AY2013. In AY2012, there were only 161.

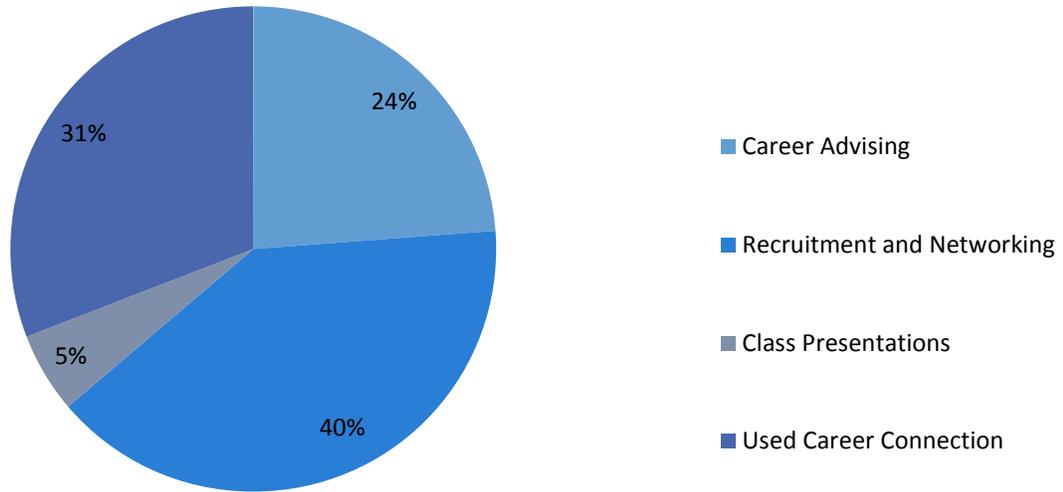
### Employer/Recruitment Information

- Since July 1, 2012, **270 unique employers have posted 562 full-time entry-level or experienced jobs.**
- Since July 1, 2012, **221 unique employers have posted 415 internships or part-time postings.**
- **The University Career Center had 165 unique on-campus employer interactions with 121 companies.** 121 different employers participated in on campus recruiting: interviews/resume collections, career fairs, info tables, and presentations.
- **16 employers participated in on-campus interviews. 12 employers hosted info sessions and workshops.**
- **13 employers collected resumes through the Career Center's Career Connection database for interviews at their facilities.**

**The Career Center had 10 regularly scheduled career fair type events for employers to network with students:**

1. *Part-Time Job Fair- August*
2. *Senior Picnic- August*
3. *Accounting Career Fair- September (coordinated by Accounting Department)*
4. *Internship Fair- October*
5. *Teacher Recruitment & Mock Interview Day- January*
6. *Information Technology Career Fair- January (coordinated by IS/CS Department)*
7. *Nursing & Health Sciences Career Expo- March*
8. *GC Career Expo & Interview Day- March*
9. *Career Opportunities Fair(Atlanta) – November, Sponsored by Georgia Careers Consortium*
10. *College-to-Career Fair (Atlanta) – April, Sponsored by GA Association of Colleges & Employers*

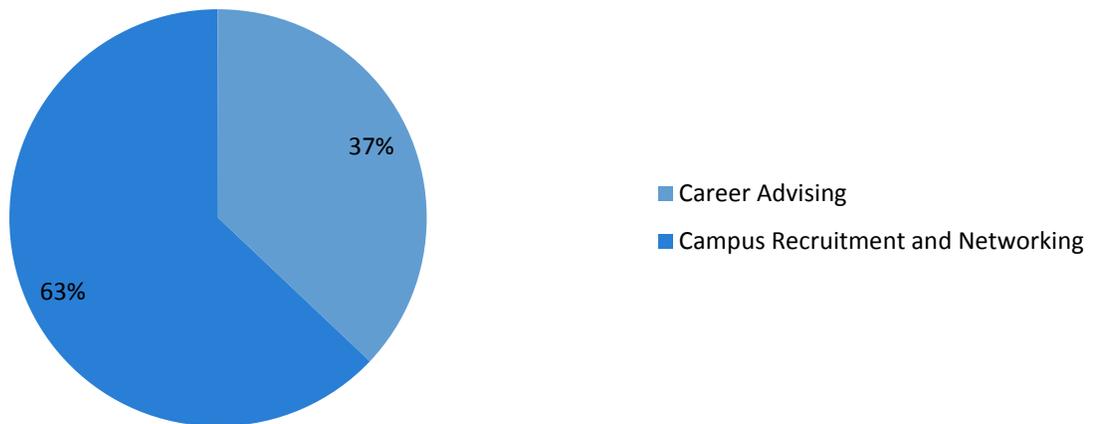
## How COB Students Interact with the Career Center

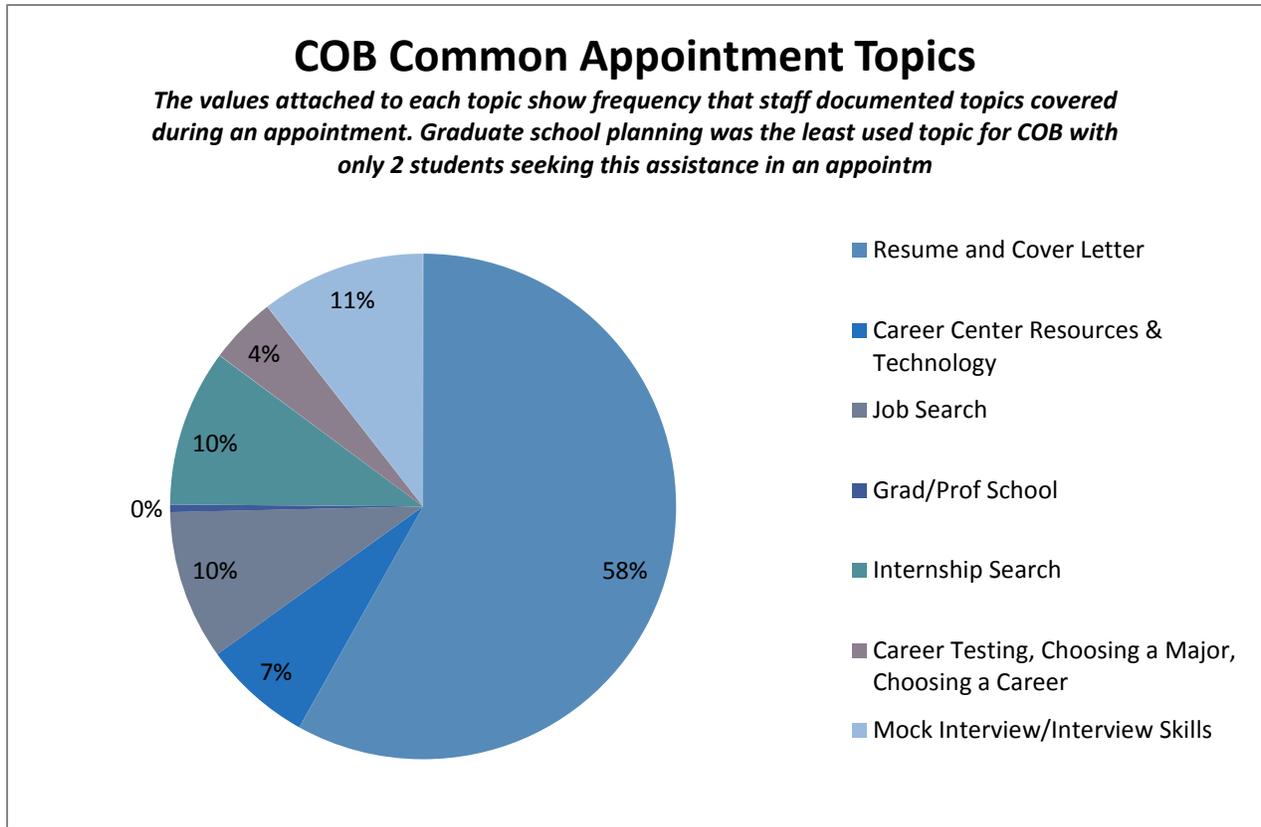


Percentages above are based on documented students using Career Connection (510), participating in career advising services (393) and networking activities (660), and attending a class presentation (88). We did not take roll at all class presentations so the complete number of business students attending a presentation is not included in this graph.

## Seniors Use of the Career Center

Data from 112 individual seniors that attended a career fair or networking activity and/or used career advising during senior year. These 112 seniors used the Career Center services a total of 524 times in AY2013.





### Class Presentations to COB in AY2013

- BIDS Freshmen Seminar, 3 sections
- Computer Science Freshmen Seminar
- Senior Marketing Class, Spring Semester
- Economics Senior Capstone, Spring Semester
- Seniors enrolled in Strategic Management (spring semester) were encouraged to have their resume reviewed and uploaded to Career Connection. Accounting and MIS students were encouraged to do the same for their individual career fairs. **As a result, COB Career Connection use went from 161 in AY2012 to 510 in AY2013.**

COB Majors Using the Career Center Most Frequently in AY2013	
Major	# of Student Contacts
Management	263
Accounting	249
Marketing	222
MIS/MMIS	150
Economics	57
Computer Science	48
MBA	42
Business Undecided	11
General Business Admin	7
Other	4

## Accounting Career Fair

The Annual Accounting Career Fair was held on September 17th and was attended by more than a dozen potential employers. These organizations were looking to fill internship positions for the spring and summer as well as full-time positions for graduates.

This was a great opportunity for students from freshmen to graduate students to start networking with potential employers. Students registered for the Accounting Career Fair through Career Connection. In preparation for the Accounting Career Fair, Beta Alpha Psi and the University Career Center hosted a number of events.

Students worked with the University Career Center to get their resumes reviewed. In addition, Career Services held a special Resume Review Day just for accounting students on Wednesday, August 22.

“How to be successful in your accounting job search” was presented as a panel discussion. This presentation was specifically targeting accounting students and was presented by CPAs and HR recruiters from the public accounting industry on August 28<sup>th</sup>. A Guest Speaker from Dixon Hughes Goodman came in to speak on the topic “Tax versus Audit?” on September 11 in advance of the annual career fair.



## Information Technology Career Fair

On January 30, 2013, the ISCS Department held the second annual IT Career Fair. The IT Career Fair is designed to target companies with openings for internships and permanent positions in the CS, MIS, and IT areas. Forty-six students and nine companies attended the fair. The students worked with the Career Center to create their resumes during the fall semester. Many took advantage of an opportunity provided by the Information Technology Advisory Board to get content area feedback before submitting their final resumes for the career fair.

## Georgia Education Mentorship Program (GEM)

In the Georgia Education Mentorship (GEM) Program, Georgia College students are mentored by business and non-profit leaders - many of whom are members of the Georgia Chamber of Commerce Board of Directors.

Students also take part in leadership and professional development opportunities offered throughout the year. To learn more, visit [www.gcsu.edu/gem](http://www.gcsu.edu/gem).



## Women's Leadership Forum



Susan McMullen, founder and host of the radio show, The “Better You” Project is a professional speaker, writer, life coach and registered nurse. Her 26-year career in direct patient care, while raising three kids and serving as her parents’ caregiver, instilled her passion for caring for others. Susan works helping others focus on finding and following their passions, changing their destination and jumping off that cliff towards the things they truly want out of life. She also created PERMISSION SILPS, gifts that remind us to put ourselves first.



Dr. Stuart Rayfield spoke on October 2<sup>nd</sup> on the topic of “Servant Leadership.” Stuart Rayfield serves as the Director of the Columbus State University Servant Leadership Program and holds the Frank D. Brown Distinguished Chair in Servant Leadership. She coordinates and teaches the eight LEAD courses that serve as the academic foundation of the program. Additionally, she is responsible for recruiting new students into the program and serving as an ambassador for CSU and Servant Leadership in the community.



Lee Thomas, in the Georgia Department of Economic Development came to campus in November. After finding locations for film and television projects for 12 years as a Project manager, Lee became Director of the Film division in 2010, and was then promoted to Director of Film, Music & Digital Entertainment in 2011. Films that Lee has worked with include *The Blind Side*, *Midnight in the Garden of Good & Evil*, *Footloose*, *Fast 5*, *The Conspirator*, and *Zombieland*.



Terri Badour Duckett is the Chief Executive Officer of both the American Red Cross of Georgia and the Metropolitan Atlanta Chapter, the largest Red Cross chapter in the Southeast. She became the first female Chief Executive Officer of Georgia’s Red Cross in August 2011.



Dana Spinola, CEO of fab’rik Boutiques left corporate America to pursue her dream, of owning a clothing boutique. fab’rik was so successful that it has now expanded throughout the Southeast.



Sharmeen Hawkins is Co-Founder, President and Chief Operating Officer of Atlanta-based SOAR Hospitality Group, LLC a \$14MM company that owns and operates national restaurant brands. She is a business leader who has held executive level positions in national corporations including McDonalds and Starbucks.

## Executive Forum Speaker Series



Kim Gay, Founder and CEO of iGuard, is a successful entrepreneur with more than twenty years of experience as a healthcare industry leader. Her career is marked by both excellence and accomplishment in business and by patient advocacy and service to her community. Pioneering the introduction of specialty beds into long term care facilities, Kim became known for being ahead of the marketplace with her products.



After practicing law and serving as Judge for the City of Milledgeville and Baldwin County in the 1970s, Milledgeville native, Hugh P. Thompson, was named Judge, Superior Courts, Ocmulgee Judicial Circuit in 1979 where he served until 1994. Then Governor Zell Miller appointed him to the Supreme Court of Georgia in March 1994. In July 2012, Justice Thompson was unanimously elected to serve as Presiding Justice of the Supreme Court of Georgia.



Sylvia Minton joined MAGE SOLAR in 2009 to manage the site selection process for the global solar systems provider's new North American headquarter and manufacturing facility. She assists with setting up shop in the Americas. She provides access to the global MAGE SOLAR Group in regards to corporate, institutional and government related affairs.



Dr. Steve Dorman became the 11th president of Georgia College on September 1, 2012. Before coming to Georgia College, he served as professor and dean of the College of Health and Human Performance at the University of Florida, overseeing faculty, staff, a \$10 million budget and fundraising efforts.



Ed Baker has been Publisher of Atlanta Business Chronicle, one of the country's largest business journals with over 166,000 readers each week, for 27 years. In addition to his local responsibilities, Ed is Chief Strategic Officer of American City Business Journals, the parent company.

## Students Develop Logo for New Business



The Local Yolkal Café contacted Ms. Caroline Collier about designing a logo.

Several of her students participated in a contest to create the branding for this new restaurant.

The winner received \$500 and was featured in the January 29, 2013 edition of The Union Recorder.

## Alumni and Student Networking Events

### West & Mill Bistro Bar

The Spring Alumni and Student Networking Event was held in Atlanta on Monday, April 1<sup>st</sup>, at the West & Mill Bistro Bar located in west midtown. Approximately 15 alumni and 30 College of Business graduate and undergraduate students attended the event.

The students and alumni enjoyed meeting each other and networking while enjoying the delicious hors d'oeuvres provided. Door prizes were generously supplied by alumni and Advisory Board members and handed out to lucky students.



### Harbour Bar & Fish House

On Nov. 15th a group of Atlanta area alumni met at Harbour Bar & Fish House in Decatur for an evening of networking. The gathering included some great food and door prizes.



## Professional Development - Short Takes

The IT Advisory Board held their Second Annual business After Hours networking event for CS, MIS, and MMIS students in April 2013. These students enjoyed a panel discussion on Cloud Computing, one-on-one networking with board members, and plenty of good food.

In the Georgia College Leadership Certificate Program (LCP), students learned about the principles and practices of effective leadership through the study of leadership topics and models, the acquisition of hands-on leadership experience, and the process of intentional personal reflection. To learn more, visit [www.gcsu.edu/lcp](http://www.gcsu.edu/lcp).

All of the full-time MBA students, and a number of undergraduates, participated in the year-long mentoring program of the College of Business. Gary Strack, a retired health care CEO, supervised the program. Students met with mentors regularly during the year, attended functions such as the Executives Forum, and completed activities such as resume reviews, elevator speech updates, and developed job search plans

The College of Business hosted a team of four students and one faculty member from the Kohinoor Institute of Management in Mumbai, India. Students visited with our students and participated in a number of classroom visits with the "host" students.

Tuesday, Feb. 5th was the College of Business event - Blue & Green Day - raising money for the Children's Hospital at the Medical Center of Central Georgia. The Dean's Student Advisory Board accepted donations from faculty and students.

# Awards & Recognition

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College of Business faculty, staff, and students are regularly acknowledged for their service, academic achievements, and effectiveness in the classroom. The following pages highlight some of this year's notable recognitions.

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*“Character is who you are in the dark. Where there is no light,  
when no one is looking.”*

*~ Robert L. Brown, Jr. ~*

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## **Robert Brown - Executive of the Year: GEM Mentor and Georgia Trend Magazine's *Most Respected* CEO**

The J. Whitney Bunting College of Business at Georgia College named Robert L. Brown Jr. as its 2012-2013 "Executive of the Year." The award honors a business person who has made a significant impact in Georgia during his or her career.

Brown received the award during a campus ceremony on March 18, in the Magnolia Ballroom across from the Georgia College front campus.

Mr. Brown is the founder and CEO of RL Brown & Associates in Decatur, Ga. He founded the firm in 1984. The firm provides professional architecture, planning, interior design, and construction management services. The company's projects have included new designs and

renovations for universities, museums, cultural centers and public libraries. Brown was Georgia Trend Magazine's most respected CEO during 2012. He was the Metro Atlanta Chamber Small Business Person of the Year during 1996. He has served as chair of the Georgia Chamber of Commerce and held leadership positions with the Metro Atlanta Chamber and Georgia Partnership for Excellence in Education.

Mr. Brown graduated magna cum laude from Tuskegee University's architecture program. He has a long relationship with Georgia College, serving as one of its Georgia Education Mentorship Program (GEM) mentors. GEM gives rising juniors and seniors the opportunity to shadow and understand the roles executives play in business, law, nonprofit, education, and health care.

His current GEM mentee, English major Krissy Anderson, adds: "My GEM mentor Mr. Brown has helped me shape my leadership philosophy. Over tasty Thai lunch, he told me, 'Krissy, character is who you are in the dark. Where there is no light, when no one is looking.' I agree with Mr. Brown; the dark exposes your personhood in the light. I desire to be an individual of character, and build up leaders with strong integrity. Leadership is not just about the position. It is about personal motivation and the relationships you create with your constituents, and those who lead alongside you. Part of character is selflessness, caring for the needs of those around you, not only for your own needs or ego. Mr. Brown is a living example of character and selflessness; it's both an honor and joy to learn from him!"

Last year's mentee, Management major Senitra Syas adds: "Mr. Brown has been influential in my life in a way that I struggle putting into words. He not only opened up his office and his busy schedule for me, but also helped me to develop as a person and a professional with his encouraging and wise words. Being Mr. Brown's mentee was an experience of a lifetime; he is a genuine man who builds real REALationships with the people he interacts and works with on a daily basis. A true servant leader!"



## Doug Goings Named IIMA Fellow

Dr. Douglas Goings, professor of business communications and information systems, was recently named a Fellow of the International Information Management Association (IIMA).

This distinction is held by only 18 other professionals in the world. His leadership in the field of information management, outstanding scholarship and distinguished service to the professional organization earned him this high honor.

Dr. Goings has been active in IIMA for 10 years, holding various leadership roles. He holds undergraduate and dual masters's degrees from Southeastern Louisiana University, Louisiana State University, and Georgia College, and a doctorate in business education from Michigan State University.



## AMA Atlanta Outstanding Collegiate Marketer Award goes to GC Student

Allison Smith, a Marketing major, was honored at the Atlanta Marketer of the Year (AMY) Awards, a black tie event held annually at the Fox Theater in Atlanta, on March 21.

AMA Atlanta is focused on cultivating the skills and talents of the next generation of marketers. To that end, the Ken Bernhardt AMA Atlanta Outstanding Collegiate Marketer Award is designed to recognize key students driven to make a difference in the marketing industry. Allison was one of two winners of \$500 in scholarships through this program.



## Atkinson Honors Outstanding Student Award

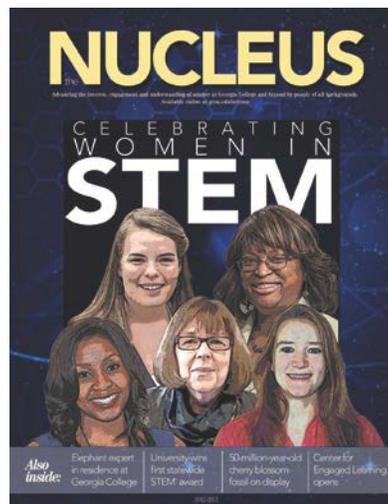
Jamie Potteiger was named the Outstanding Student in the J. Whitney Bunting College of Business for 2012-2013, at the annual Atkinson Honors award ceremony in April.

Ms. Potteiger also won the award for Outstanding Major in Accounting.

## Dr. Gita Phelps Recognized as a Leader in STEM

Dr. Gita Phelps was recognized on the cover of the 2013 edition of *The Nucleus* as one of five Georgia College women leaders in STEM.

Dr. Phelps received her undergraduate degree in computer science from Georgia College and was the first woman to receive a doctorate in computer science from UGA.



## James and Kim Wall were awarded the Alumni Service Award

The Walls have given back to the university in many ways through their years of service.

They have been members of the College of Business Advisory Board since 2009. This year, Kim serves as the vice chair. Together they have also helped organize College of Business alumni networking events.

The couple met at Georgia College in the late 1970s, and since then they have provided dedicated service to their alma mater.

Their roots at Georgia College run deep with several alumni in the family. Kim's twin sister, Kay Tucker McFarlin, '81, and her mother, the late Doris Payne Tucker, '44, graduated from the university. Their daughter Kat Wall, '09 and '10, also graduated with her Bachelor and Master of Business Administration degrees from Georgia College.



James currently works with AT&T in Atlanta as the associate director of home solutions support. Kim is the director of community development at Georgia United Credit Union.

The Alumni Service Award recognizes graduates who have rendered the greatest service in recent years to both the university and the Alumni Association.

## Student Economics Papers Included in COPLAC Conference

Two economics majors' senior research papers were chosen, from among competing papers, at the GC spring Student Research Conference to be presented at the COPLAC (Council of Public Liberal Arts Colleges) Undergraduate Research Conference in Virginia.

The selected papers were Wesley Kaye's paper "Are Undergraduate Students Influenced by Teacher Ratings when Registering for Class?" and Sophia Markowich's paper "What Effect Does "The Pill" Have on Female Labor Force Participation?"

## 2013 Atkinson Honors

The college's annual award dinner and ceremony was held April 11, 2013, in the Magnolia Ballroom. Prior to the awards banquet was the initiation ceremony for Beta Gamma Sigma, an international honorary society that recognizes the top academic achievers at AACSB-accredited business schools.

During Atkinson Honors outstanding undergraduate and graduate majors from each department, and for the entire college, were recognized, along with scholarship recipients and members of the college's student organizations.



## Undergraduate Research Mentor Awards

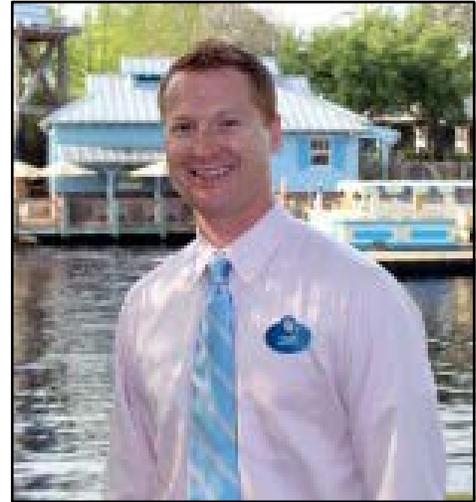


Dr. Chris Clark and Dr. Ben Scafidi from the Department of Economics and Finance received one of the 2013 Undergraduate Research Mentor Awards.

These awards recognize and reward faculty who have made undergraduate research mentoring an integral part of their professional work, and whose commitment to undergraduate research has yielded tangible results over the past academic year in the form of conference presentations and posters at the state, regional, and national levels, sole or co-authored publications, and faculty guided creative works.

## Alumnus Receives Disney Award

Caleb West (BBA '07) is the winner of the Disney's 2013 Legacy Award. Disney gives the awards to Disney's cast members who are continuing to push Walt Disney's vision and uphold the "Disney values." West was nominated by some of his former Cast Members and his leader. A few months later, he was selected as one of the recipients after a fierce competition across the Disney property worldwide.



Mr. West started on the Disney College Program in 2007 and worked at Mission Space at Epcot before graduating with a management degree from Georgia College. He then got a management internship at Epcot Main Entrance & Guest Relations before being promoted to a leadership position at Epcot World Showcase. Most of his career has been spent at Epcot Main Entrance & Guest Relations. A few years later, he transferred to the Port Orleans Disney Resort. As a Guest Service Manager, Mr. West's responsibilities include meeting the guest's high expectations and solving problems.

## Lurline West Retires

After 23 years of service at Georgia College, Lurline West retired on April 30. Ms. West was the Director of Student, Alumni, and Community Services at the J. Whitney Bunting College of Business. As her job title indicates, she was in daily contact with students, alumni, faculty, and staff, as well as with the local community. She also used her great organizational skills to plan numerous events for the College of Business. She started working at Georgia College in June of 1990.



While at Georgia College, she completed her Bachelor's degree in General Studies in 1993 by taking classes in the evening or during lunch time. Her plans for retirement are to work in her yard, learn more about gardening, and travel. Ms. West would like to thank the Georgia College community for letting her be part of the GC family for 23 years and mentioned that she will miss everyone. As such an integral part of the College, for such a long time, she will certainly be missed as well.

## GSU-CIBER Regional Case Competition

Keri Pompey, a Marketing major, brought home a second place trophy from the Southeast Consortium's GSU-CIBER Regional Case Challenge Competition on held on March 7 – 8, 2013, in Atlanta. His team consisting of Keri and three students, from the other competing institutions, were one of eight teams involved in the competition.

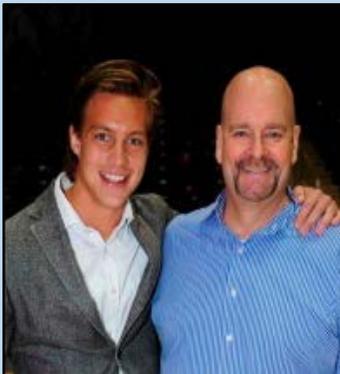
Keri was the only Georgia College student on this four-member team known as the Angel Team. All teams analyzed the same case study "NetCare's Marketing Strategy in South Africa and United Kingdom." Keri and his team recommended the company expand into the city-state Dubai of the United Arab Emirates. They chose Dubai for its location, health-care structure, medical attraction, and other factors. It fit perfectly into NetCare's system.

Accounting, Economics, Management and Marketing students from Georgia College's Global Business Student Leaders Association, under direction of Dr. Doreen Sams, competed along with students from seven other institutions (Florida Institute of Technology, Fort Valley State University, Georgia Perimeter College, Georgia State University, LaGrange College, Morehouse College, and Winston Salem State University).



## College of Business Faculty Honored by Student Athletes

During the February 14, 2013 men's basketball game, senior Georgia College athletes recognized faculty members who have made significant contributions to their personal growth and college academics.



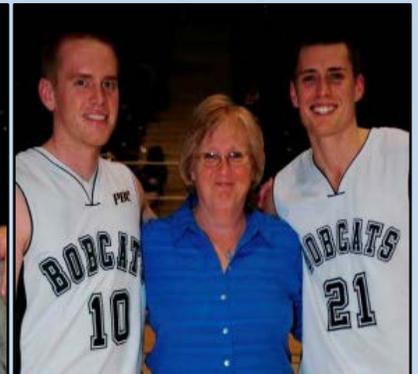
*Dr. Nicholas Beadles was chosen by Johan Wadstein (tennis).*



*Dr. Doreen Sams was chosen by Wictor Andersson (tennis).*



*Betty Smith was chosen by Cody Maas (baseball).*



*Dr. Sally Humphries was chosen by Ryan Lively (basketball).*

*Dr. Humphries is shown with Ryan Lively and Nate Hamilton.*

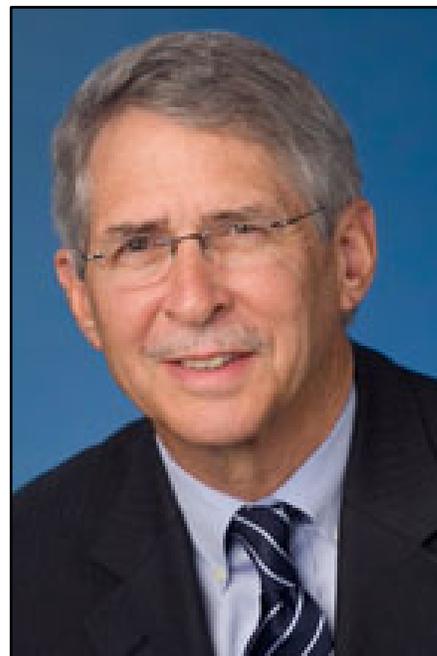
**\*\* Not pictured: Dr. Elizabeth Fair was chosen by Nate Hamilton (basketball)**

## Alumnus Alex Gregory awarded Mike Mansfield Award

Alex Gregory, who holds two master's degrees from Georgia College and has served for more than 20 years as a member of the Foundation Board of Trustees, has been awarded the Mike Mansfield Award, presented by The Japan-America Society of Georgia.

"I am proud and honored to receive this award," said Gregory, chairman of YKK Corporation of America's board of directors and president and CEO of the Marietta-based company. "The relationship between Georgia and Japan has really blossomed in the nearly 40 years since I went to work for YKK in Macon. Fostering good will between Japan and Georgia comes naturally to me and to most Georgia citizens."

As chairman of YKK Corporation of America's board of directors and president and CEO of the Marietta-based company, Gregory has been deeply involved with Atlanta's and Georgia's Japanese community for many years. He serves on the board of the Japan-America Society of Georgia. In 2000, Gregory received the annual Yamabikokai Award presented by the Japanese Chamber of Commerce of Georgia. He also received the first Governor George Busbee Award from then Governor Sonny Perdue in 2004 in recognition of his dedication to stronger relations between Georgia and Japan.



YKK Corporation of America (YCA) is a subsidiary of YKK Corporation, a worldwide Japanese manufacturer of fasteners marketed under the YKK brand and architectural building products marketed under the YKK AP brand. YCA oversees 13 companies operating throughout North and Central America, Colombia and the West Indies.

Gregory, a native of Eatonton, began his career with YKK America Group in 1973 when he joined YKK Industries — now YKK (U.S.A.) Inc. As one of its first American employees, he started at the company's then new Macon manufacturing operation and held positions of increasing responsibilities. In the autumn of 1991, he joined YKK Corporation of America in its Atlanta headquarters as senior vice president of corporate planning.

In 2000, he was promoted to executive vice president, corporate development, and in 2001 he was named president and CEO.

From 2008 through 2010, Gregory served on YKK Corporation's Board of Directors in Japan as YKK's first non-Japanese Director. In 2011, he was elected Chairman of YCA's Board of Directors.

The "Mike Mansfield Awards" were established in December 1985 by the executive committee of The Japan-America Society of Georgia in honor of former Ambassador Mansfield's efforts in fostering good will between Japan and the United States. The awards are presented to outstanding Americans and Japanese who continuously contribute their efforts toward promoting better understanding of cultural and economic issues between the people of the United States and Japan.

Notable past recipients include President Jimmy Carter, and former Georgia governors Carl Sanders, Joe Frank Harris and George Busbee.

Georgia College recognized Gregory as the university's 2002 Executive of the Year. He has served on the Board of Trustees for more than 20 years, twice serving as chair. In 2010, he was inducted honoris causa into the GC Circle of Omicron Delta Kappa (ODK) honor society.

## Enactus Regional Competition

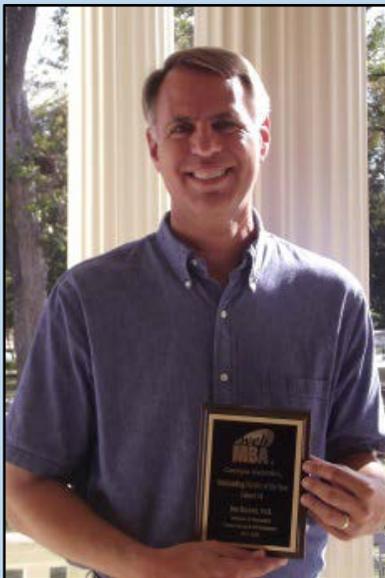
On April 2<sup>nd</sup> students from the GC Enactus (formerly known as SIFE) group competed at the Regional Enactus Competition in Atlanta and won “First Runner-Up.”

At the competition, the students presented three projects from this past year, the on-going SupHerb Organic herbs sold at Farmer’s markets, the importation and sale of hand-made shoes from Peru, and the Dr. Seuss Festival they created and hosted to raise awareness and funds for the Baldwin County, Community-in-Schools ASPIRE program.



The projects were evaluated for sustainability, environmental consciousness, social entrepreneurship, and community impact. GC students competed directly against teams from about 50 schools including much larger institutions such as the University of Florida at Gainesville.

The students were also able to participate in a career fair while at the conference. “It was a great opportunity to network with executives and learn from other students and business leaders,” said Katie McGuire, senior Management major and President of the club.



### WebMBA Faculty of the Year

Dr. Bob Duesing, Management, was the winner of the Georgia WebMBA faculty member of the year.

Dr. Duesing was recognized at the annual WebMBA faculty retreat.

## Awards & Recognition - Short Takes

Dr. Chuck Ryan, professor of Management, received the 2013 College of Business Student's Choice Award.

Economics Associate Professor Ben Scafidi's article "The School Staffing Surge: Decades of Employment Growth in America's Public Schools" achieved national recognition including extensive reference in articles in both *Business Week* and in *U.S. News and World Report*.

The Georgia College Green Fee Committee approved a research project to study student behavior that promotes sustainability. The committee awarded \$16,645 for this research. The members of this project include an undergraduate marketing student, Ms. Nicole Lekas, and three Department of Marketing faculty: Dr. Janna Parker, Dr. Amit Poddar, and Dr. Doreen Sams. The team is examining ways to promote water conservation.

Dr. Renee Fontenot, Associate Professor of Marketing, was named an Enactus Sam Walton Fellow.

Dr. Ben Scafidi, Associate Professor of Economics, was named a consultant for the Friedman Foundation for Educational Choice.

Dr. John Swinton, Professor of Economics, was named Committee Chair of the National Association of Economic Educators.

Kyle Peacock was a member of a student team in Strategic Management (MGMT 4195) that scored in the 97th percentile out of 2380 student teams worldwide that began the Capsim® competition during fall semester 2012. From those teams, Kyle ranked third overall out of 497 individuals enrolled in the Capsim® Challenge. The Capsim Simulation team was coached by Dr. Bob Duesing.

100% of College of Business faculty and staff members participated in the recently completed Georgia College capital campaign.

Dr. J.F. Yao was appointed as an ABET Computing Accreditation Commission member for 2012-2013. His appointment was renewed for 2013-2014. This appointment means he serves as a team chair on visits to other universities seeking ABET accreditation in computer science.

Dr. Sally Humphries, a past College of Business Students' Choice Teaching Award winner, has been chosen as a Bobcats Athletic Faculty Appreciation Award winner every year since they started selecting faculty members.

Dr. Joy Godin received first place in the student paper competition for Southeast Decision Sciences Institute in February 2013 for a paper based on her doctoral research.

# Execution of Strategy

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The College of Business continues to successfully execute its strategic plan through careful allocation of resources and a clear focus on our most critical priorities.

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*The J. Whitney Bunting College of Business will be among the best business schools in the Southeast by delivering programs of excellence that are built on a public liberal arts foundation.*

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## Execution of Strategy

Summer 2013 was the end date of the most recent term of our three-year strategic plan. We have very actively executed that plan, in areas related the curriculum, student professional development, securing external resources, and moving program delivery online where it is an appropriate fit with our mission. Some highlights of this year's strategy activities follow:

- A committee of faculty members met during the fall and spring terms to review issues related to delivery of our undergraduate programs, specifically discussing needed improvements in the areas of written communications, quantitative skills, and student professional development. Those discussions will continue this coming fall.
- Our Accounting Department will initiate a one-hour student professional development course next year in response to needs identified by faculty and board members.
- The leadership of the College of Business Advisory Board actively solicited financial support from other board members as part of our annual giving campaign.
- This year a member of the Information Systems Advisory Board, Rob Betzel, generously endowed a scholarship for MIS and Computer Science students.
- As we have for the past several years, we moved a number of summer course offerings online in response to student preferences. Credit hour generation through online delivery in the summer has now passed face-to-face delivery during that time period.
- Working with an outside agency we actively marketed the College of Business through an electronic newsletter to other business deans, radio spots in Atlanta that drive traffic to a dedicated Web landing page, ad placement on content-aggregation Web sites in the U.S. and U.K, and very limited use of billboards (central Georgia) and selected print media.
- We are in early discussions concerning the movement of our Robins Air Force Base logistics program to an online format in order to reach a wider audience. In January 2013 two new faculty members joined us; both have credentials in the area of supply chain and logistics.

### AACSB Accreditation

2012-2013 was year one of our current five-year AACSB accreditation maintenance cycle. It also marked the time for us to update our strategic plan. During the spring 2013 the College of Business Strategic Management Committee met regularly to review all aspects of our current plan, examine our strengths as a college, and discuss external threats. The committee's deliberations were guided by Mike Whitfield. The College of Business Advisory Board actively participated in this strategy review process through its Strategic Advisory Committee. In the fall 2013 the college's Strategic Management Committee will present an updated, three-year strategic plan to College of Business faculty members for their review and approval.



## College of Business Advisory Board

The Business Advisory Board continues its support of the college through initiatives such as mock interviews, one-on-one mentoring, alumni and student networking events, and through the financial contributions of Board members.

The 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**

Mr. John Hoffner, Jack in the Box Inc., Retired

### **VICE CHAIR**

Ms. Kim T. Wall, Director, Community Development  
Georgia United Credit Union

### **PAST-CHAIR**

Mr. Larry Entrekin, Craig-Massee Real Estate

### **REGULAR (VOTING) MEMBERS**

- Ms. Jean Aycock, Oconee Regional Health Systems, Inc.
- Mr. Keith Barlow, The Union Recorder
- Mr. Hill Bentley, Tri County EMC
- Ms. Lacey C. Bentley, Century Bank & Trust
- Mr. Keith Brooks, BASF Catalysts LLC
- Mr. Ray Crumbley, YourEncore
- Mr. Tom Cummings, Coca-Cola Company
- Mr. Paul Dean, Windstream Communications, Retired
- Mr. Larry Entrekin, Craig-Massee Real Estate
- Mr. Merlin Fechner, Triumph Aerostructures
- Ms. Kim Gay, Medinet Systems
- Ms. Angie C. Gheesling, Houston County Development Authority
- Mr. Allen Hodges, Hodges Land & Timber Inc.
- Mr. Thomas S. Hogan, II, Buckhead Financial
- Ms. Lynn Lavery, Choice Group
- Mr. Robert E. Lee, Prudential Financial (Retired)
- Mr. Tim Ligon, Goodwill Industries of Middle GA
- Mr. Russell Lipford, Clifton, Lipford, Hardison & Parker, LLC
- Mr. Mike Madison, PossibleNOW
- Mr. Carl McDonald, Burgess Pigment Company
- Mr. Larry Moore, AT&T
- Mr. Rob Morton, Secure Health Plans of Georgia, LLC
- Mr. Ken Neil, Clifton, Lipford, Hardison, and Parker, LLC
- Mr. William P. Perry, Jr. Romulus Capital, LLC
- Mr. Henry Pope, Exchange Bank
- Mr. James Robertson, Turner Broadcasting, Inc.
- Dr. Joyce Schafer, Smith, Brown, & Groover, Inc.
- Mr. Nitin Shah, Embassy National Bank
- Mr. Clay Shomaker, GEICO
- Getra Thomason, Chick-fil-a
- Mr. James L. Wall, AT&T
- Mr. Ed Walker, BASF Catalysts LLC
- Mr. Andy Watson, Jr., Andy Watson Jr. & Associates, L.L.C.
- Mr. Ron Weigle, II, SunTrust Bank
- Ms. Rhonda Wood, U. S. Office of Personnel Management

## Accounting Advisory Board

The Department of Accounting Advisory Board, established in 2012, continued its mission during the 2012-2013 academic year. The mission of the Accounting Advisory Board is to provide advice, guidance, and support for the continuing development of high-quality programs in the Department of Accounting in the J. Whitney Bunting College of Business.

The Board has two committees that guide the work of the board. 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. The board and committees met several times and planned and implemented activities in coordination with the Department Chair, Dr. Catherine Whelan.

### Board members:

Ken Neil – Director of Audits, Clifton, Lipford, Hardison & Parker, LLC (Advisory Board Chair)  
John Davis – Partner, Dixon Hughes Goodman LLP (Chair Elect)  
Anissa DeRieux – Chief Financial Officer at Flint Electric Membership Corporation (Secretary)  
Dennis Beresford – Executive in Residence, University of Georgia  
Cal Brantley – Quality Control Partner, Nichols, Cauley & Associates, LLC  
Charles Hall – Quality Control Partner at McNair, McLemore, Middlebrooks & Co., LLC  
David Irwin – Manager at Mauldin & Jenkins, LLC  
Brad Kuglin – Client Service Manager at Resources Global Professionals  
James “Buddy” Mason – Director of Financial Reporting at Southern Company  
Greg Peacock – Chief Financial Officer at the Georgia Department of Revenue  
Wayne Perry – Director of Accounting Services at Georgia Farm Bureau  
Tim Sobon – HR Recruiting and Retention Manager at Moore Stephens Tiller LLC

## Information Technology Advisory Board

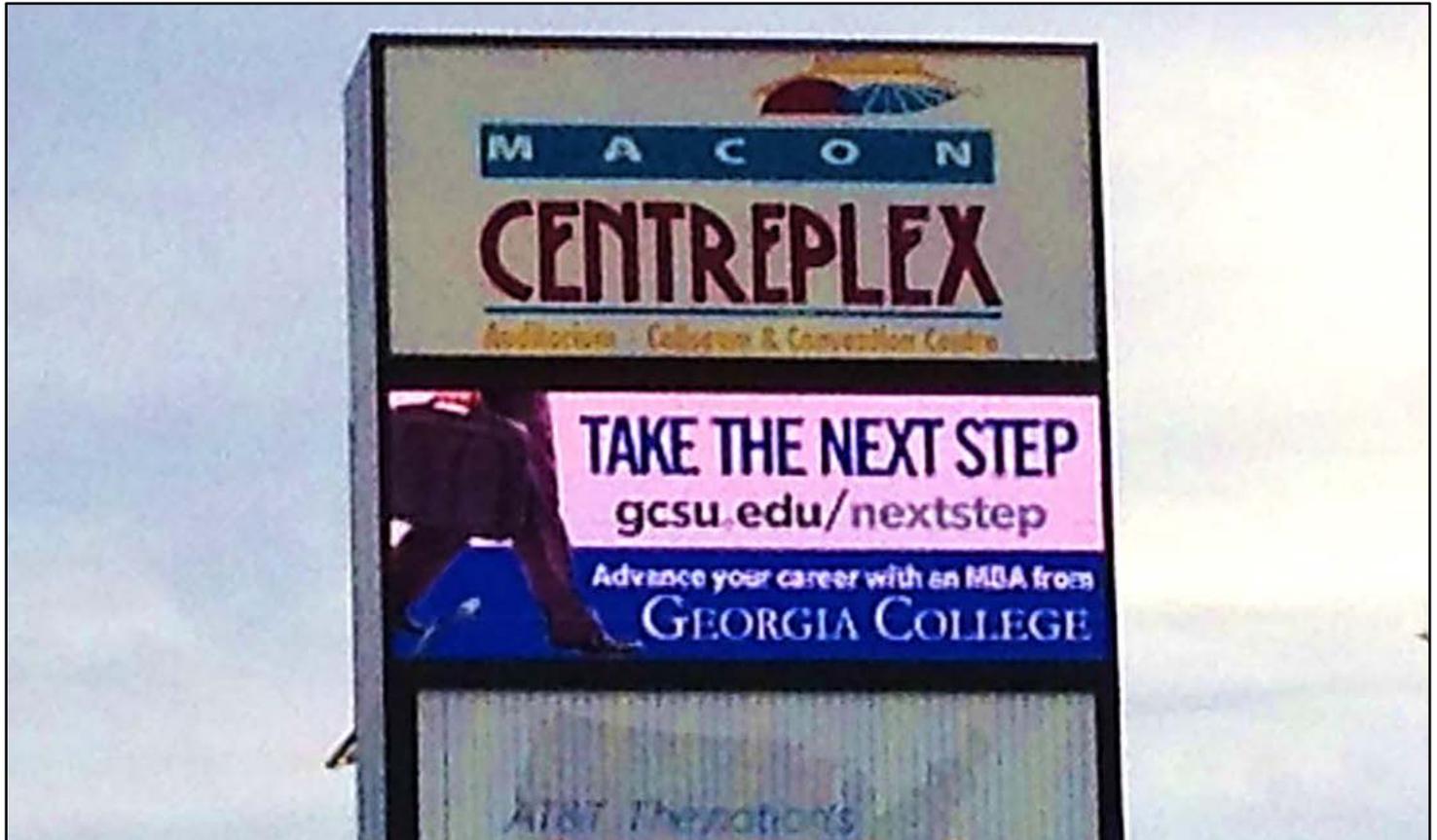
In the fall of 2011, the Department of Information Systems & Computer Science, chaired by Dr. Tanya Goette, held the first meeting of its new IT Advisory Board. The board was created to provide guidance to faculty and students in the IT field.

Board members have already made a significant impact on the Department. In Fall 2012, there was a Wine and Cheese event with the members of the Board and the faculty of the department to discuss industry expectations for student skills upon graduation. In Spring 2013, the Board held its Second Annual Student Networking Event in which a panel of board members presented current IT trends to students and also met for one-on-one networking sessions.

Rob Betzel (BBA '98), President of Infinity Network Solutions, chaired the group for the 2012-2013 year. Alan Whitehouse, the CIO of Oconee Regional Medical Center was elected to serve as the incoming Chair for the 2013-2014 year.

See the Board's Web site for more information: <http://iscs.gcsu.edu/advisoryboard.htm>.

## Samples of Print and Web Promotional Materials



 **GEORGIA COLLEGE**  
GEORGIA'S PUBLIC LIBERAL ARTS UNIVERSITY  
J. Whitney Bunting College of Business

Now accepting applications for MBA and other graduate business programs!

Make Your Next Move Today.  
*With Georgia College.*

[CLICK HERE FOR MORE INFORMATION](#)

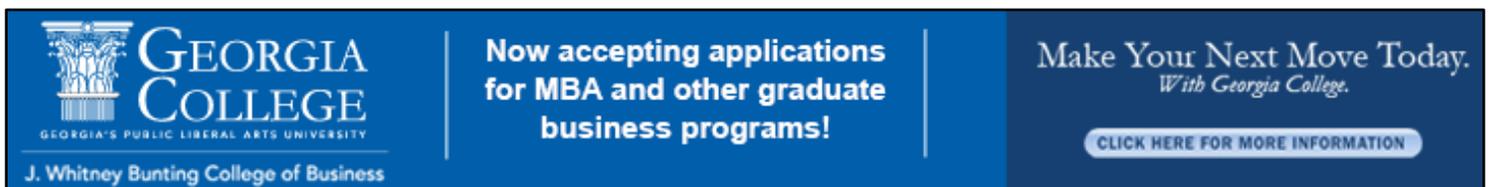


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