Ms Gerontology/MBA Program
First of its Kind in the State

The new MS in gerontology/MBA degree program, launched by the Gerontology Program and the Bryan School, is unlike any other in the state and one of only a few that merges business education and gerontology.

Dr. Sheldon Balbirner, MBA program director, said the graduate degree is being created to meet the needs of the rapidly aging population in North Carolina and the United States.

Baby boomers, who are now retiring, will be the largest and most affluent group of retirees in American history. According to the US Census Department, the number of people 65 or older in North Carolina increased 21 percent from 1990 to 2000, and by 2030 is expected to climb from 969,000 to 2.2 million.

Recent studies indicate the need for nearly 6.5 million long-term care workers nationally by 2050 and show an immediate need for nearly 100,000 health care professionals nationally.

The program will help to meet that demand by educating students for upper-level administrative and health care positions and also business-related positions that cater to this growing demographic. Graduates will be prepared for positions in banking, financial management, marketing, human resources development, and insurance.

“Students enrolled in the program will bring the multidisciplinary gerontology perspectives of population aging, individual aging, and family aging into MBA class discussions — and will simultaneously bring the principles of economics, finance, accounting, and management to their gerontology classes,” said Dr. Janice Wassel, director of the gerontology program.

Guiding the program’s development will be a national advisory board made up of some of the nation’s foremost experts in the area. Board members include Dr. Harry “Rick” Moody, of AARP in Washington, DC; Dr. Neal E. Cutler, of Widener University; Dr. Harvey Stearns, of the University of Akron; Dr. Victor Marshall of the NC Institute on Aging; Dr. Charles F. Longino, Jr. of the Reynolds Gerontology Program at Wake Forest University; and Robert Newton of the Moses Cone - Wesley Long Community Health Foundation in Greensboro.
The Importance of Staying Connected
A Message of Progress from Dean Weeks

Alumni play a critical role in the continuing success of the Bryan School. Your ongoing involvement helps us achieve greater success and increases the value of your Bryan School degree. There are several ways that you, as an alumnus, can help us.

The easiest way is to keep your contact information updated by calling us toll free at 1.877.237.0021 or emailing us at BryanAlumni@uncg.edu. We want to know what you’re doing and where you’re working. Our plan is to build an alumni network (beginning with our MBA Program and then branching out to the others) to facilitate peer-to-peer connections with other alumni working in your field. We’ll be sharing more information about this networking opportunity in the next newsletter.

We welcome you back as alumni to share your expertise and knowledge with current students by serving as a guest lecturer, mentoring students, or giving career advice. When you or your business is in the market for new employees, consider your fellow Bryan School graduates. As you’ll read on page five, a student intern can add tremendous value to your business.

Sharing your Bryan School experience with an outstanding high school student or colleague who is considering returning to school is a great way to support the program. As you now know, a Bryan School degree can truly make a difference in their lives.

Last, but not least, making a financial contribution to the school helps us to grow our programs and improve our overall standing nationally. Annual and capital campaign gifts have become critical sources of funds for virtually all high quality business schools and universities and make a tremendous difference for our students.

If you have recently contributed your time, talent or resources to the Bryan School, thank you and please continue to do so. If not, please consider becoming involved and helping out as you can. An envelope has been provided in this newsletter to update your contact information and to make a tax-deductible donation.

I hope you enjoy reading about your fellow graduates, Bryan School faculty, and friends. We’re proud of our alumni, and we look forward to welcoming you back on campus soon.

Warmest regards,

Jim Weeks

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Economic Research Nationally Ranked

The faculty in the Department of Economics have been nationally ranked based on their research in health and labor economics. The faculty ranked 27th out of 53 in health economics and 44th out of 103 in labor economics among United States universities. The ranking was based on a study of published economic research for the top 63 economic journals over a recent ten year period. The study involved more than 130 universities in the United States and over 300 universities worldwide. Health and labor economics represent two of the four fields of study in the new PhD program in Economics.

The journal rankings are from a 2002 study appearing in the European Economic Review. They are based on the publication history of the current faculty and are adjusted for journal quality and article size in the top 63 journals in the profession. The research conducted is reflective of the caliber of education Bryan students receive.
Students First Campaign –
Progress to Date

Campaign Commitment Develops
Student Leaders

Anne Braswell Rowe ’41 and her husband, Mercer, share a passion for helping students reach their full potential. In honor of their 50th wedding anniversary in 1994, their children established an endowed fund at the Bryan School. The couple was deeply honored, and they have enthusiastically supported the endowment ever since.

Now, as part of the Students First Campaign, they have made an additional commitment to ensure that even more can be done to prepare students for successful careers in the business world.

Last year, income from the endowment was used to send four students to the Beta Gamma Sigma Student Leadership Forum held in San Antonio and Chicago. The Forum helped students to develop their leadership skills and hone their ability to work with others.

“The Forum provides an opportunity to learn important information that is not taught in the classroom,” said Devon Isaacs ’05, one of the students who traveled to San Antonio. “We learn not just what leadership is, but who we are as leaders, what we can do as leaders, and what we can bring to the business world.”

Isaacs returned to campus and immediately put her leadership skills to work as chair of the successful class gift campaign for 2005. It’s that kind of impact the Rowes hope to make with their support of UNCG and the Students First Campaign.

“We’re delighted to be able to help students by providing educational opportunities that might otherwise not be available,” said Anne Braswell Rowe. “Mercer and I are very pleased with what UNCG has done with our fund, and we look forward to being able to help even more students in the future.”

Alumni News

Mary Dimos ’60 is a senior risk management specialist with The Washington Post in Washington, DC.

Steve Tolleson ’72 MSBA retired from BellSouth Corporation in 2000 as a manager in the corporate real estate department. He has founded Managed Properties Inc. and serves as its president in Atlanta, GA.

John C. Wilson ’77 MA is the CFO and executive vice president of i2Telecom in Atlanta, GA.

Steve Bucko, Jr. ’78 is the president of Great Western Dining Service in Columbia, MO.

Larry J. Jones ’78 is retiring after almost 27 years at Unilever in Baltimore, MD.

Vicky Jarrett ’82 is editor-in-chief for Our State magazine in Greensboro.

William B. (Brad) Hayes ’87 is the CFO of LabCorp in Burlington, NC.

Edward Schumacher ’87, ’98 MA is an associate professor in the department of health care administration and department of economics at Trinity University in San Antonio, TX.

Scott M. Thomas ’87 is vice president for Wealth Management in Greensboro.

Josh Pace ’89 is the CFO of Openwave Systems Inc. in Redwood City, CA.

Daffie Matthews ’92, ’95 MSBE is dean of administrative services at Montgomery Community College in Troy, NC.

David Morton ’92, is vice president for corporate billing and customer service for LabCorp in Burlington, NC.

Mark Mullins ’92, ’00 MSBE is senior vice president of risk reporting and analytics for Regions Financial Corporation in Birmingham, AL.

Sherry Vance Wyble ’93 is a certified financial planner with Scott Financial Management in Greensboro.

Keith Manning ’93 MBA is an executive director for America Online in Dulles, VA.

Brian Gallimore ’96 is a 3M AAD sales representative in Phoenix, AZ.

Edward Coleman ’98 MBA is a manager of sales finance for Philip Morris USA in Richmond, VA.

Chris Leng ’98 is founder and president of the National Utility Review based in Greensboro.

Chris Lloyd ’98 is an area director for Nursefinders in Bethesda, MD.

Ross Mecham ’98 MBA is a doctoral candidate at Virginia Tech in Blacksburg, VA.

Ian Worthington ’98 is an SAP public sector portal administrator for the Durham County government in Durham, NC.

Kyle Lovelace ’99 is a corporate trainer for First Tennessee Bank in Greensboro.

Juan Zuluaga ’99 is an associate in the law offices of Joseph E. Bruner in High Point, NC.
Students Invest Real Money for Real Returns

Three Bryan School MBA classes are getting a true hands-on investment experience without having to spend a dime. Nearly 20 years ago, businessman Mike Weaver donated $10,000 to the school for the purpose of allowing students to analyze companies and their stocks for investment.

Not only have students gained real world opportunities, but they have also turned that $10,000 into more than $141,000!

“This is a student-directed portfolio in all ways,” said Dr. Tony Wingler, a professor who oversees the fund. “Students get in smaller groups, work on recommendations based on their analysis, and present the information to the class. Then the class votes on it.”

The normal compounded rate of return on most stock portfolios is about 8 percent per year. However, students have managed a 14 percent rate of return on their fund, which is entirely invested in equities.

The real world experience isn’t only about winning. In the late 1990s, the fund took a hit when the stock market shuddered and the dot com bubble burst. It was at $160,000, but then lost 25 percent of its value.

“That’s a hard, but realistic lesson to learn,” Wingler said. “But, the money isn’t the point. It’s the realism that it adds to the class that is impossible to have otherwise.”

Since then, students have worked hard to reverse those losses and have regained nearly $20,000.

There are only about 150 schools nationally that have a similar real-money portfolio. The Weaver Fund has benefited Bryan School students for nearly two decades and, with savvy students at the helm, it will continue to serve as a meaningful educational experience for many years to come.

Class of 2005 Gift Enhances Courtyard

Ten years ago, the Bryan School courtyard was a barren stretch of dry and spotty grass. Since then, grass, azaleas, and other flowers have been planted, paving stones have been laid, and now thanks to a gift from the Class of 2005, two more teakwood picnic tables have been added.

The class raised $3,528 to purchase the tables that were formally presented in a ceremony by Class Gift Committee Chairwoman Devon Isaacs ’05. Thirty-eight percent of the class participated in the gift, which surpassed the group’s 28 percent goal.

“We are very pleased that so many in our graduating class cared about our cause,” Isaacs said in her speech to the students, faculty and staff gathered at the dedication.

The Bryan School Business Advisory Board and faculty and staff also contributed to the gift.

“On behalf of the Bryan School, I accept these picnic tables, and I am delighted that the class gift for the last two years has enhanced this courtyard,” Dean Jim Weeks said.

This is the third graduating class to raise money for a gift to the school. In 2004, the class purchased the first three picnic tables for the courtyard. In 2003, the class presented a bronze Beta Gamma Sigma key to be placed in front of the school.
Intern Renders Value for Gilbarco Veeder-Root

MBA interns can create significant economic value for an organization, as representatives from Gilbarco Veeder-Root, a global manufacturer of retail and commercial fueling equipment headquartered in Greensboro, recently learned.

Sean McGinnis, a second-year, full-time MBA student from the Bryan School, spent the summer working on a two-man team dedicated to establishing a sustainable process for disposition of their excess and obsolete inventory. Prior to his arrival, the existing process was not meeting business objectives. By the end of his internship, he was able to accomplish his goals and deliver overall savings to the company. His processes disposed of excess and obsolete inventory, significantly reducing its cost.

He also served on a board repair team that created value through a significantly decreased amount of floor space and crew size which lessened the total walking distance for operators.

Not surprisingly, Gilbarco Veeder-Root was happy with the results. According to Joe Jackson, Vice President of Human Resources, “We couldn’t be more pleased with the results that Sean and his fellow interns helped drive for us over the summer. We recognized real savings by improving our processes related to excess and obsolete inventory. We also benefited from their efforts to identify opportunities to recoup money that was already invested in this inventory. We look forward to continuing our relationship with the Bryan School in the years ahead.”

McGinnis was pleased with his real-world experience and the way the company treated him as an intern. “The interest they took in the MBA interns truly exemplified the company culture: a focus on growth and efficiency, with an eye toward the future,” said McGinnis. “The interns represented a piece of that future, and we were treated with hospitality, professionalism, and respect. I cannot say enough about how impressed I am with Gilbarco, and how grateful I am to have been part of the organization as an MBA intern.”

Gilbarco was able to receive significant economic value in having a Bryan School MBA student on their staff. Many organizations may overlook the benefits that an intern can bring to the workplace. For example, they can help increase the effectiveness of current employees by freeing up their time to focus on higher-priority tasks.

Companies take advantage of an indirect recruiting strategy that ensures a quality hire by building a relationship with the intern that may result in a full-time working relationship. This also increases the likelihood of both high performance and retention of interns converted to hire.

In addition, students enjoy learning about the meaningful internship experiences of their peers. As a result, the employer’s brand equity is increased in the minds of students on campus who are potential employees.

The Bryan School’s Graduate Career Services Office helps students actualize the value of their educations and become more effective in their internship search. These experiences increase their ability to expand upon the knowledge and skills they learn in the classroom.

“It is quite an experience to draw upon these skills in a company,” said McGinnis. “Realizing substantial results that add value to the company helps to bolster our confidence in our own abilities to make a difference in the world of business.” For more information, contact Brent Atwater in Bryan Graduate Career Services at 336.256.1432 or Brent_Atwater@uncg.edu.

Alumni News

Ashley Palmer ’00 is currently with PricewaterhouseCoopers in Raleigh, NC.
Scott Parrish ’01 is a sales representative for Monnett Carpets in Greensboro.
Warren Bailey ’02, ’05 MBA is director of store ops accounting for Krispy Kreme Doughnut Corporation in Winston-Salem, NC.
William Miller ’02 is a financial specialist for Wachovia in Research Triangle Park, NC.
Mickey Horner ’03 is the management and certificatid administrator for the Center for Credentialing and Education Inc. in Greensboro. Mickey is also the executive director for the Art Therapy Credentials Board.
Jeff Walters ’04 MBA is a proposal developer with Applied Energy Management Inc. in Greensboro.
Warren Bailey ’02, ’05 MBA is director of store ops accounting for Krispy Kreme Doughnut Corporation in Winston-Salem, NC.
Kristen Lee ’05 is assistant account executive for Quikote Group in Greensboro.
Pany Sengsouriya ’05 is a member of the client service team for Scott Financial Management in Greensboro.
Israel Weeks ’05 is with BB&T’s Management Development Program in Raleigh, NC.

We like to keep up with our graduates! Please send information about where you are and what you’re doing now to BryanAlumni@uncg.edu.

Alumni Golf Tournament Draws Winning Crowd

Ninety-two alumni, faculty, students, and friends of the Bryan School played in the twelfth annual Bryan Golf Tournament on Saturday, September 17 at Bryan Park. This year the rain stayed away as Brandon Langley ’04 MA, Brad Barneycastle ’04 MA, Steve Wagner, and Scott Rickard won the first flight with a score of 46 in the captain’s choice event held on the Champions Course. Funds raised from entrance fees, gaming holes, and putt-off go to support student organizations in the Bryan School.

Billy Whitaker again provided a great picnic lunch through Food Express catering. Thanks to Baldor Motors and Drives and to Carolina Narrow Fabric for hole sponsorships.

Please visit www.uncg.edu/bae/opdp for pictures of this year’s event.
New Graduate Career Services Office

Created in response to dramatic changes in the employment landscape and resulting student need, the Bryan Graduate Career Services Office serves the career development needs of MBA and MSITM students and alumni.

“Our goal is to help students and alumni realize the value of their Bryan graduate education,” says Brent Atwater, who was appointed director of Graduate Career Services in February. “Fundamentally, we want our customers to have the best possible career development opportunities for their unique interests and strengths at any given stage of their careers.”

Darlene Broadhurst, assistant director of Graduate Career Services, joined the office in July, making the transition from her previous role as career counselor in the Bryan Branch of University Career Services. “I am honored to have the opportunity to work with both students and employers to create strong matches of student skills and experience with employer needs” stated Broadhurst.

Complementing the work with students and alumni, Bryan Graduate Career Services partners with employers to create internship and employment opportunities for MBAs and MSITMs. “On the employer side, we want to get to know an organization, more fully understand their needs and culture, and help them effectively target potential employees who are able to make a strong contribution to their businesses,” noted Atwater.

For further information on services for students, alumni, or employers, you can contact Brent Atwater at 336.256.1432 or Darlene Broadhurst at 336.256.0390. They can be emailed at Brent_Atwater@unCG.edu or debroadeh@unCG.edu.

TISEC Brings Speakers to Bryan School

How do you measure the effect of the Internet or an intranet on your company?

Toby Ward of Prescient Digital Media addressed the issue at a meeting of TISEC, the Technology and Integrated Systems Education Council, which was formed through the Department of Information Systems and Operations Management in the Bryan School.

Ward is president and e-business consultant with Prescient Digital Media, a Canadian-based web consulting firm, and a writer for CIO.com and Darwin Magazine.

He outlined five ways to measure the success of an Internet or intranet: metrics, such as counting unique visitors, page views, minutes per page and other objective statistics; surveys that give a business quantitative feedback; focus groups and advisory panels that give qualitative feedback; studying return-on-investment; and usability testing, or evaluating how easy it is for a typical customer or client to interact with the Internet or intranet.

This is an important topic, said Dr. Kwasi Amoako-Gyampah, head of the ISOM department, because businesses are constantly required to assess the viability and usability of their Internet and intranet technology.

“Essentially, we talk about improvements in the supply chain throughout,” said Dr. Larry Taube, associate professor in ISOM, “and we work with members to find out what topics they want to see presented, to see what they are interested in.”

For more information on TISEC, visit the council’s web site at www.unCG.edu/BAE/ISOM/tISEC or contact Taube at 336.334.9807.
New Faculty and Staff

Heidi Fischer – joins the Undergraduate Student Services Office as assistant director and coordinator for international student services. Fischer is a graduate of American University with an MA in International Affairs.

Avery Harrison ’04 MSA – joins the Accounting Department as a lecturer. Harrison is a recent UNCG alumnus receiving his MSA.

Melissa Hershberger ’88 – joins the Accounting Department. Hershberger was a part-time instructor for the Bryan School before becoming a full-time lecturer this fall. She is a graduate of Duke University with an MBA degree.

Dr. Ruth King – joins the Information Systems and Operations Management Department. A few of King’s numerous areas of expertise include database design, electronic commerce, global information systems, and strategic information systems. She is a graduate of the University of Texas at Austin, with a PhD in Information Systems.

Glenda Lloyd – joins the Business Administration Department as the departmental receptionist. Lloyd comes to us after significant experience in business and industry.

Steve Moore ’05 – joins the Undergraduate Student Services Office as an academic advisor. Moore is a graduate of UNCG with an MEd in Higher Education Administration.

Leslie Nguyen – joins the Bryan School as a career counselor. Nguyen is a graduate of Sacred Heart University with an MBA degree.

Dr. Evan Shough – joins the Accounting Department. Shough’s area of expertise is in accounting information systems. He is a graduate of the University of Oklahoma with a PhD in Accounting.

Zaneta Summers – joins the Undergraduate Student Services Office as office manager. Summers is a graduate of Appalachian State University with a degree in Applied Anthropology.

David Upton – joins the Accounting Department. Upton’s areas of expertise include cost allocation systems and cost management systems. He is a graduate of Indiana University and will earn his PhD in accounting in December.

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Faculty and Staff News

Rodney Ouzts received the 2005 Bryan Staff Excellence Award for his personification of service, commitment and dedication as the administrative assistant in the Center for Global Business Education and Research. As stated by one director in regards to the recipient furthering the mission of the Bryan School and UNCG, “[he] provides a source of cohesion…and instills a sense of group unity and purpose.” Ouzts is also an active Triad community volunteer.

Mr. Rodney Ouzts, recipient of the 2005 Bryan Staff Excellence Award.

Dr. Lew Brown, associate professor of marketing, was selected to be the editor of the Case Research Journal by the North American Case Research Association’s (NACRA) Board of Directors. His term runs until April 2008. Lynn Southard, administrative secretary in business administration, will serve as assistant editor in conjunction with Brown’s term. The journal is peer-reviewed and encourages the development and dissemination of field-researched, decision-focused cases based on real situations in businesses and organizations. Its acceptance rate is about 15 percent.

Dr. Venkat Iyer, associate professor in accounting, received the 2005 Senior Teaching Award for his influence in fostering academic success in the classroom. A colleague said, “Iyer has repeatedly shown himself to be a dedicated educator, using a variety of teaching methods, styles and mediums to create an interactive learning environment. He cares about his students and is concerned about their morals and ethics.”

Dr. Kevin Lowe, associate professor in business administration, gave a talk on “Teaching Excellence” at the Southern Management Association (SMA) Faculty Consortium that was held in Charleston, SC, November 9-12. The event is held every other year as a pre-conference activity for junior and senior faculty. The SMA has approximately 2,000 members from 10 countries and across the US, and sponsors the Journal of Management.

Dr. Michelle Sylvester, assistant professor in economics, received the 2005 Junior Teaching Award, which recognizes faculty who strive for excellence in teaching. Sylvester is currently teaching undergraduate-level courses in Microeconomics, Intermediate Microeconomic Theory, Labor Economics, and Economic and Business Statistics II. She is also the faculty advisor of the Economics Club.

Dr. Michelle Sylvester, recipient of the 2005 Junior Teaching Award.

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University News

Erskine Bowles Becomes New UNC President

Erskine Bowles, a Greensboro native and a UNCG honorary degree recipient, has been named as the next president of the 16-campus UNC system. Bowles will succeed Molly Corbett Broad when he begins on Jan. 1 following a detailed, nationwide search that drew 80 candidates. He has chosen to hold his inauguration on the UNCG campus on April 12-13.

“His management experience in the business world and at the highest levels of government make him a perfect fit for the job,” said Chancellor Patricia A. Sullivan. “I look forward to welcoming him back to the UNCG campus and to working with him in the future.”

Bowles co-founded an investment firm and a merchant bank in Charlotte. He also served as director of the Small Business Administration and as White House chief of staff in the Clinton administration.

He will visit the 16 university campuses and meet with each of their chancellors before beginning his new role. He plans to donate more than a third of his presidential salary to need-based student aid funds.

Bowles was the speaker for UNCG’s May 2000 commencement, during which he received an honorary Doctor of Law degree.

The University of North Carolina at Greensboro is a leading student-centered university, linking the Piedmont Triad to the world through learning, discovery and service.