Forsyth Medical Center Foundation Donates $333,000 for Health Administration Professorship

Thanks to a generous gift of $333,000 from the Forsyth Medical Center Foundation, the Forsyth Medical Center Distinguished Professorship in Health Care Administration will be established as a joint appointment between the Bryan School and the School of Nursing.

The post will be dedicated to the MSN-MBA degree program offered collaboratively by the two schools, and the professor will be at the Bryan School. The program prepares BSN nurses to enter executive-level health care management positions by providing advanced education in their field along with essential business skills.

"We have long known UNCG has a profound effect on the area’s economy, injecting hundreds of millions of dollars into the area by way of our students, our purchasing and our employees,” said Chancellor Patricia A. Sullivan. “This study introduces a new factor – human capital – and it gives a more complete picture of the university’s impact on the community, not only in terms of dollars but also in terms of workforce development.”

"We are so pleased with the nurses that UNCG provides us that are well-educated and well-qualified,” said G. Dee Smith, president of the Forsyth Medical Center Foundation. “We thought there would be much more of an advantage to provide graduates with an MBA so they could become better leaders.”

“I have a love for health care and nursing, but wanted to make myself more versatile and knowledgeable in the ever changing world of health care since I may not be in clinical work forever,” says student Dana Lilly when asked about why she chose the program.

UNCG will apply for a 50 percent match of $167,000 from the state’s Distinguished Professors Endowment Trust Fund to supplement the gift. The Forsyth Medical Center Foundation is pledging the gift over five years.

"This professorship will provide a needed area of expertise in health care administration for both our doctoral program in nursing and our nursing administration master’s program,” said Dr. Lynne Pearcey, dean of the School of Nursing.

"The professor will support the health sciences focus area at UNCG.”

The Forsyth Medical Center Foundation is a not-for-profit, philanthropic arm of Novant Health, an integrated healthcare system in western North Carolina that serves more than 3.4 million people in 32 counties reaching from southern Virginia to northern South Carolina. The foundation supports research and programs in areas such as women’s health,
Increasingly universities are being asked to show how they contribute to economic development of the regions they serve. In January, the UNC system added Economic Transformation as a new strategic priority. At his inauguration last April UNC System President Erskine Bowles stated, “...this University (system) must continue to seek out ways to help every region of North Carolina foster and stimulate economic development.” Late spring, the Board of Governors of the UNC system prepared a report outlining goals and strategies for campuses to consider in developing their respective plans for fostering the transformation of regional and state economies.

Both the Bryan School and UNCG have been “ahead of the curve” by proactively addressing our role in the economic development of the Triad and state. The UNCG Office of Technology Transfer, established in 2002, networks entrepreneurial groups with venture capital sources, collaborates with other universities to package new technologies for licensing, and assists faculty in commercializing their research. In response to the Board of Governors’ Report, UNCG recently established an Economic Development Council to foster partnerships between academic research and private and public sector organizations.

The Bryan Business Advisory Board has worked closely with me over the past few years on defining how the Bryan School can expand our role in enhancing the economic well being and quality of life in the Triad area and beyond. Some important actions and recommendations have come from a task force of the Board as well as the full Board’s work including:

- Explicitly including how we “support economic development of the region, state, and nation” in our mission statement (see below)
- Initiating new programs in health care administration and entrepreneurship—two areas of high demand and increasing importance to our economy
- Expanding the applied research activities of our Office of Business and Economic Research
- Establishing a position in the Dean’s Office to lead economic development initiatives

The Business Advisory Board reaffirmed our most important economic development role as providing high quality graduates of our professional programs to meet the needs of the region and beyond. With more than 2500 students, 75 full-time faculty and more than 19,000 alumni, the Bryan School has been, is and will continue to be a major force in the transformation of our local, regional and state economy. Bob McDowell, VP of Microsoft, (see story on pg. 3) noted the initiative of UNCG and the business community, whom he referred to collectively as a “bellweather and leader for our country” in addressing the changing role of higher education in transforming the economy.

I look forward to keeping you informed about our successes and I invite you to do the same.

Jim Weeks

Mission Statement

The Bryan School’s mission is to:

- offer educational programs that prepare students to perform successfully as business professionals in a global community,
- conduct and disseminate scholarly research that enhances the performance of managed organizations and informs public policy decisions,
- provide professional services and outreach, and thereby,
- support the region’s, state’s and nation’s economic development.
Microsoft VP Visits Bryan School

Top level business leaders from across the state convened on Tuesday, October 24, for UNCG’s Corporate Expo. The exposition was designed to boost networking and discussions between executives from corporations, the University of North Carolina system and the UNCG community.

Headlining the event was Robert McDowell, vice president for information worker business value at Microsoft Corp. His address, “What Should Business and Higher Education Expect of Each Other?” set the stage for discussions about how UNCG and the business community can best partner for effective economic development.

After a successful expo, Dr. Prashant Palvia, director of the information systems PhD program, along with faculty and students, had the opportunity to spend some time with McDowell to discuss common interests. McDowell learned about ongoing research in global IT, e-commerce, health care IT, and privacy and security, and was impressed with the scope and applied nature of the work. Sherrie Cannoy, PhD student commented, “It was validating to hear from an industry expert that our research interests as PhD students are in line with what business and industry needs.”

McDowell also guest lectured in Professor Kevin Lowe’s Organizational Leadership class and made a special presentation to the MBA Association. He talked about the challenges of working in a global company with 72,000 employees and the challenges of finding talented new hires. He stressed the core values of ethics and responsibility and encouraged students to learn how to think and communicate effectively and become proficient in their various technical areas. The day ended with a dinner hosted by Dean Jim Weeks to provide an opportunity for Triad executives to learn from McDowell’s experiences.

He also enjoyed networking time with students at the Schmooza Palooza, an annual event sponsored by Career Services. McDowell joked that in his role as a sales executive, he has been named “Vice President of Schmooze,” and encouraged all students to participate in these and other opportunities to become better prepared to compete effectively in the job market.
Distinguished Alumnus Honored by Bryan School

Martin Green, president of Greensboro-based brij Image and Information, Inc. received the Distinguished Alumni Award at an elegant dinner and reception held in his honor. The award recognizes successful alumni of any business program at UNCG and recognizes significant contributions to their profession and their community.

Green ‘84 earned a degree in information systems and operations management.

“I know the success that I have achieved is largely due to the foundation that was built at UNCG,” said Green.

In 1986, he and wife Lou ‘79, who graduated with a degree in psychology, founded their own company. Two decades later, brij has expanded to 35 employees, several of whom are Bryan School alumni, and supplies enterprise software sales and implementation services for companies from Texas to Delaware. Green’s company provides a full range of business software applications for all types of business requirements.

“Martin Green, and his wife Lou, represent the kind of business and community leaders that any university would be proud and honored to call alumni,” said Dr. James K. Weeks, dean of the Bryan School. “Their success in business is matched by their commitment and passion to the community by providing opportunities for education and growth for area youth.”

In 2002, the couple formed Dustin’s GreenHouse, a donor-advised fund administered through the High Point Community Foundation, to honor the memory of their son Dustin. The fund invests in the long-term growth of Guilford County students through international travel, technology and academic programs both in and outside the traditional classroom.

“I have learned how crucial education is to eliminating poverty and prejudice in the world today and travel can be one of the best educators,” added Green. “Our commitment to working with youth, brings Lou and me a great deal of love and satisfaction.”

Invest in Your Degree!

Gifts to UNCG strengthen academic programs, challenge top faculty, and provide opportunities for today’s students to reach new heights. As the Bryan School becomes stronger, your degree becomes more valuable.

To make a gift please utilize the envelope enclosed in this newsletter or for more information contact Mary Ellen Boelhower, director of development via email at me_boelhower@uncg, or by phone 336-334-5338.

Alumni Golf Tournament Draws Winning Crowd

Faculty, students, friends, and more than 60 alumni of the Bryan School played in the 13th annual Bryan Golf Tournament on Saturday, September 16 at Bryan Park. This year the rain stayed away as Marty Ballew, Buster Harrison, Billy Whitacre, and Fred Dingledy won the first flight with a score of 50 in the captain’s choice event held on the Players Course. Funds raised from entrance fees, gaming holes, and the putt-off go to support student organizations in the Bryan School.

Billy Whitacre again provided a great picnic lunch through Food Express catering.

Please visit www.uncg.edu/bae/opdp for pictures of this year’s event.

Forsyth Medical Center continued from pg. 1

One of the problems in health care and nursing administration is the lack of business knowledge and understanding of how the business world works,” says Lilly. “It’s my goal to not only have a clinical background, but to be able to incorporate business savvy into my future jobs.”

The need for nurses with MSN-MBA degrees is expected to grow as health care facilities and businesses realize the tremendous value for those with this degree, noted Pearcey.

“Through our collaborative effort, the MSN-MBA program will meet the growing demand for health care administrators in the Triad and beyond,” said Dr. James Weeks, dean of the Bryan School.
World Travelers Recount their Study Abroad Experiences

Lisa Clear – Lyon, France I wanted to improve my French and take advantage of as many travel opportunities as possible. I met students from different backgrounds, which allowed me to become more open-minded. Everyone connected so quickly and I made so many close friends over the course of the journey. I gained so much independence and was able to do many things that I never knew I could do.

Raean Linthicum – Newcastle, England I decided to study abroad to step out of my comfort zone and try something new. My mindset as I was planning the trip and when I got over there was to not really expect anything. This allowed me to stay open-minded and not create stereotypes. My mindset made it easy to make friends.

Shayna Wiggins – Monterrey, Mexico I was able to meet so many new people while I was abroad and learn more Spanish. I definitely recommend saving up as much as possible so you are able to travel as much as you can.

Faithe Estes – Lyon, France I was afraid staying abroad for a year would mean I would not be able to graduate on time. But, to my surprise, I was able to get a double major, double minor and graduate in four years.

Sharon McLeod – Monterrey, Mexico My overall study abroad experience allowed me to mature in many ways and learn attributes about myself that I did not know I had. Within a few weeks of initial culture shock, the unfamiliar environment became my new home. I was making friends, understanding the culture, and enjoying myself.
What ever happened to my favorite professor?

Many alumni fondly recall Professor Emeritus Terry G. Seaks. A 1995 recipient of the UNC Systemwide Award for Teaching Excellence, he helped prepare a number of students for their careers by teaching statistics to undergraduates and econometrics to graduate students. We caught up with him recently to find out what he has been up to since his retirement. Here’s what he said:

“Students who remember Southern Railway train models and pictures in my office will not be surprised to learn that I have gone into railroading since leaving UNCG. I volunteer at the NC Transportation Museum in Spencer and serve as one of the regular engineers on the museum’s passenger train. Old professors get recycled back into teaching, and I also teach the aspiring engineers at Spencer how to operate a locomotive and run a passenger train. When not running trains at the museum, I am working on a book about the Southern Crescent, the last luxury passenger train in the U.S.”

“One of my fondest memories is taking my daughter Libby for her first ride on a steam locomotive. She looked about as apprehensive as a student beginning statistics or econometrics, but she wound up loving the trip—hopefully the experience my students had in their challenging courses at UNCG!”

If you remember Dr. Seaks and would like to tell him hello, email him at tgseaks@uncg.edu. Is there another professor you would like to know about? Send us an email at BryanAlumni@uncg.edu and we will track them down for our next newsletter.

Students Flock to New Marketing Major

A new Bachelor of Science in Marketing degree is the latest addition to the roster of choices offered at the Bryan School. The 122-credit-hour program includes a variety of pre-admission, marketing and business foundation courses, numerous general education courses and electives, and a foreign language requirement.

Students also participate in experiential learning with courses such as International Marketing and Advanced Marketing Management, both of which require students to put their academic knowledge to use solving real marketing problems for real businesses. These courses, and other practical learning experiences, put Bryan School students to work with businesses in the Triad and throughout the state.

The new major is based on a concentration in marketing in the business administration major that has been offered since 1985.

Students in the Bryan School have already shown great interest in the discipline making it one of the top-five majors at the university in terms of enrollment.

According to the U.S. Bureau of Labor Statistics, “Employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase faster than the average for all occupations through 2014, spurred by intense domestic and global competition in products and services offered to consumers.”
New Faculty

William O. Brown Jr. joins the Bryan School as an associate professor in finance from Claremont McKenna College. He holds a PhD in economics from Clemson University. His research interests are organizational governance, asset pricing, financial markets and the economics of higher education.

Dianne Garrett joins the Business Administration Department as a full-time lecturer. Garrett is a graduate of Seton Hall University with a master’s in Strategic Communication and Leadership.

Thomas Keller joins the Bryan School as director of marketing. Keller is a graduate of Ohio University with a master’s in both Higher Education and International Affairs. He was previously the assistant director of student recruiting at the University of Miami School of Law.

Beomsoo Kim joins the economics faculty as an assistant professor. A native of South Korea, he received Korean Honor Scholarships from the South Korean government and holds a PhD in economics from the University of Maryland at College Park. His specialty areas are health economics and public finance.

Tom May, former director of Greensboro’s Nussbaum Center for Entrepreneurship, has been named assistant to the dean for economic development at the Bryan School of Business and Economics at UNCG. Under his watch, the Nussbaum Center became the largest incubator for small businesses in North Carolina.

David Ribar comes to the Bryan School from The George Washington University in Washington D.C. He joins the faculty as a professor of economics and holds a PhD in economics from Brown University. He has also served as an analyst for the Census Bureau. He is currently conducting research on the impact on case loads due to reporting changes in the federal food stamp program and the economics of altruism.

Teaching Awards

Kevin Lowe, associate professor in Business Administration, received the 2006 Tenured Faculty Teaching Award for fostering academic success in his students. Lowe teaches a variety of courses, including Introduction to Community Leadership, Organizational Behavior, and Strategic Analysis. Lowe joined the Bryan School in the fall of 1989.

Eliose Hassell, lecturer in Business Administration, received the 2006 Non-Tenured Faculty Teaching Award, which recognizes faculty who strive for excellence in teaching. Hassell teaches courses in legal environment in business and employment and human resource law. She has been with the Bryan School since 1989.

Staff Excellence Award

John Ritchie

John Ritchie received the 2006 Bryan School Staff Excellence Award, which is given to a staff member who demonstrates excellence in leadership, possesses outstanding dedication, and excels in their position while furthering the mission and ideals of the Bryan School. Following a nomination process, the award recipient is chosen by a committee who considers the overall talent, leadership, and dedication of the nominees. Ritchie was constantly described as a “reliable, accurate source of information on a wide array of subjects” and someone whose “calm, innovative approach to problem solving has saved the School time and money.”

Vidyaranya Gargeya

Vidyaranya Gargeya has been named to the 2006 Board of Examiners for the Malcolm Baldrige National Quality Award. The award, created by public law in 1987, is the highest level of national recognition for performance excellence that a U.S. organization can receive.

Gargeya and fellow board members will be responsible for reviewing applications for the honor. Nearly 500 leading experts selected from industry, professional, and trade organizations sit on the board.
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.

Parents: If this is addressed to your son or daughter who no longer lives at this address, please notify us of the new address by calling toll free 1.877.237.0021 or emailing BryanAlumni@uncg.edu

UNCG students enjoy hopping on HEAT buses

Whether they want to get to their car, the city center, or other campuses, UNCG students find the HEAT bus service highly convenient. Getting around Greensboro has never been so easy; students simply show their First Card and go.

For the next three years, UNCG, along with other higher education campuses, will take part in a public transportation initiative called HEAT (Higher Education Area Transit).

For the University, it’s part of a transportation master plan to optimize parking and transportation infrastructure on and near the campus. For the students, it’s an ideal way to get around.

The Bryan School of Business and Economics Alumni Newsletter is published each semester. If you have news or information that you would like to share with fellow alumni, please contact the Bryan School Alumni Newsletter office.

Jim Weeks, Dean
Michele Boltuc, Editor
336.334.5338
BryanAlumni@uncg.edu

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