To better meet the needs of its increasingly diverse student population, the Bryan School of Business and Economics is launching a full-time MBA program this fall.

Dr. Sheldon Balbirer, director of the Bryan MBA program, said the new program is being offered in response to increasing differences in the needs of the school’s 260 part-time, evening MBA students.

“The evening program is geared toward working adults, who therefore can only go to school part-time. However, we’ve started to attract younger students and international students who want to go to school full-time before entering the job market. The needs of these populations are fundamentally different,” Balbirer said.

The full-time, day program will be geared toward those with limited work experience, whether recent graduates or business people with just a year or two under their belts.

“There’s a change in employer attitudes. After college graduates have worked a year or two, they hit a ceiling and employers tell them to go back and get their MBA,” said Catherine Holderness, associate director of the MBA program.

In addition to better serving its current student population, the Bryan School is courting an unusual new audience - recent graduates from non-business programs. The school is reaching out to students such as English, sociology and foreign language graduates, who wish to increase their marketability by combining their disciplinary expertise with business knowledge.

“We’re providing a significantly different model that says ‘get that traditional arts and sciences degree, then come and get an MBA so you will be attractive to employers,’ ” Holderness said.

Eric Button, president of BioEmerge Partners, a biotechnology consulting firm based in Clemmons, earned his undergraduate degree in science and an MBA at UNCG.

“As the biotechnology community continues to expand in the Triad, there will be a great need for job candidates who have backgrounds in both the life sciences and business. The full-time MBA program at UNCG will be a great training ground for undergraduates with life science degrees,” he said.

The program will (continued next page)
In my last newsletter column, I made reference to the changes we are experiencing in the financing of public higher education and the increasing importance of alumni participation to our continued success. The economic challenges and shifting sources of funding for public higher education have been well documented during the past few years. Some have called this period “The Perfect Storm,” while others have described it as a process of privatization. Endowment values are down and the resulting payouts have declined dramatically. State funding has been cut repeatedly. While revenue has decreased, our costs have increased due to higher enrollment, greater personnel costs and the need for continued technology improvements. Not surprisingly, tuition and fees have increased record amounts over the past few years. However, there is a limit to how much tuition and fees we can charge and still maintain our public mission.

These challenges point to two recurrent themes: (1) becoming more productive and efficient in the use of the scarce funds we receive and (2) the increasingly important role private support is playing and will play in the future. Increased competition for state funding will continue to put pressure on higher education budgets even when tax receipts recover from the recent recession and its aftermath. This reality has required us to sharpen our skills and focus on the things most important to us. We have worked within our budget limitations to not only maintain our already high standards, but also to move new initiatives forward.

As you read through this newsletter, take note of the many accomplishments of our faculty, staff and students, and the new programs being brought on line. We are currently recruiting students for our new full-time MBA and economics PhD programs, while three new students are deeply engaged in the new Information Systems PhD curriculum. The Bryan building will soon have the capacity for wireless computing, and laptops will be required of incoming graduate students. Much of what we have been able to accomplish was made possible by the generous gifts of our alumni and friends, whose names you’ll find listed in these pages. To all who made special gifts to the Bryan School, I thank you. Your support provides the extra push that makes the difference from being good to being great.

Using our resources wisely requires a commitment to continual program assessment and accountability. Whether we accept donations from alumni and friends, tuition and fees from students, or tax dollars from North Carolina citizens, we accept the very challenging obligation to deliver quality programs that continue to move the Bryan School forward. I will have more to say about our assessment, accountability and benchmarking activities in the next newsletter. In the meantime, I hope you will enjoy reading about your school and all who contribute to its success. As always, I welcome your comments and suggestions about our aspirations and plans for the future.

Continued from page 1

make these students competitive with seasoned job applicants by providing summer internships and a required capstone consulting course. The program’s sequential curriculum also will allow students to customize their degree by selecting one quarter of their classes as electives.

Incoming graduate students will first complete a three-day “MBA Boot Camp,” which will sharpen their teambuilding skills and identify their individual management styles. It is followed by an 8-week course that will help students form the basis for a personal leadership development plan.

The first year of the two-year program will be devoted to studying fundamental concepts. During the summer session, students can be active in a local internship or study abroad experience. The capstone of the program will be a required consultancy course in the final semester. Students will pair with local businesses to help them solve a current, real problem.

When graduates enter the job market, they will not only have the connections they made during their internships, but also access to placement professionals through the Bryan School’s Office of Graduate Career Services. This office will also work with students during their entire length of study. The Bryan School plans to hire a full-time director in the fall of 2004 to lead this operation.

To find out more about the new program, call (336) 334-5390 or email mba@uncg.edu.
Dianne Neal named 2004 Distinguished Alumna

Dianne Neal ’81, ’88 MBA, executive vice president and chief financial officer for R.J. Reynolds Tobacco Holdings Inc., was selected to receive the Distinguished Alumni Award from the Bryan School. R.J. Reynolds Tobacco Holdings is the parent company of R.J. Reynolds Tobacco Company and Santa Fe Natural Tobacco Company.

The award is presented annually to alumni of any business program at UNCG who have attained outstanding success in business and made significant contributions to their professions and the business community.

Neal joined R.J. Reynolds in 1988 as prepare/process manager for the coupon redemption center. Until assuming her current post in 2003, she held a variety of positions in financial management, including budgeting and analysis, financial planning and accounting, and investor relations. A certified public accountant, Neal is the recipient of the RJR Chairman’s Award and the RJR Golden Eagle Team Award.

“When I look at an individual the caliber of Dianne Neal and her tremendous career accomplishments, I take great pride in knowing that we share a common bond through the Bryan School,” said Jim Milanese, president of the Bryan School Alumni Association.

Neal is a board member of Southern Community Bank and Trust and a member of the Bryan School’s Business Advisory Board. Prior to joining Reynolds Tobacco, Neal held accounting positions with Forsyth Memorial Hospital. A native of Charleston, S.C., she and her husband, Ched ’79, live in Winston-Salem and have two sons.

Priddy Recognized as 2003 Distinguished Alumnus

William A. (Dean) Priddy Jr. ’83, ’86 MBA, chief financial officer of RF Micro Devices, Inc., received the Distinguished Alumni Award from the Bryan School.

Joining RF Micro Devices as its fifth employee, Priddy rose from beginnings as controller in 1991 to treasurer in 1993, and on to vice president of finance in 1994. He became its chief financial officer and vice president of administration in July 1997. His responsibilities include accounting and finance, human resources and information technology. Among his accomplishments are helping to take RF Micro Devices public and raising millions of dollars of growth capital for the company.

Greensboro-based RF Micro Devices provides the world’s leading wireless manufacturers with the critical components that enable wireless devices to transmit and receive signals.

Priddy has won several prestigious awards, including the Excellence in Leadership Award presented by the American Production and Inventory Control Society (APICS).

“Not only has Dean distinguished himself as one of the best CFOs in the semiconductor business, but also he has distinguished himself as an alumnus who has provided advice and financial support for information technology innovations in our curricula,” said James Weeks, dean of the Bryan School.

Priddy assisted the Bryan School in implementing its enterprise resource planning systems (ERP) into the curriculum. The ERP software system is designed to help large corporations manage activities across different divisions. He also serves on the Bryan School’s Alumni Advisory Council.
Bryan School welcomes new development director

Mary Ellen Boelhower joined the Bryan School staff as director of development in August.

“After a thorough and lengthy national search process involving faculty, staff, alumni and friends of the Bryan School, I am delighted that we were able to attract someone of Mary Ellen’s experience, expertise and work ethic to serve as the school’s director of development,” stated Dean James Weeks.

A native of Louisiana, Mary Ellen comes to us from the University of New Hampshire, where she spent the last five years working towards the successful completion of a $100 million capital campaign.

“I’m excited about the opportunities for fundraising at UNCG. The Bryan School has quite an impressive cast of alumni in key positions who recognize that education helped open the doors of opportunity for them. I’m looking forward to hearing their stories and helping them determine how UNCG can fit into their philanthropic priorities.”

Mary Ellen holds a B.S. from the University of Louisiana at Lafayette and a M.S. from the University of New Hampshire. In addition to her work in higher education, she has held positions in the non-profit, government and corporate sectors. She served on the boards of several non-profit organizations while in New Hampshire, and looks forward to becoming similarly involved in the Greensboro community.

Technology Transfer: Helping inventors find avenues to the market

A revolutionary idea is powerless unless its inventor knows how to properly patent and market it. Since 2002, creative entrepreneurs have been finding the guidance they need from graduate students in the Bryan School.

Jerry McGuire, director of UNCG’s Office of Technology Transfer, is drawing on the talents of UNCG graduate students to educate inventors on the practical aspects of bringing a product from an idea to a commercially viable product. His office, in collaboration with N.C. A&T State University and the Nussbaum Center, takes faculty, student and public ideas and examines them for patentability, marketability and commercial potential.

Since the office’s inception, it has trained six students to be certified licensing assistants. Although the positions are open to all UNCG graduate students, so far all have come from the Bryan School, specifically from the MBA and economics programs.

“We are giving these students a unique skill set. It isn’t the norm to have students in such a capacity. We have them in the trenches - and we don’t send them in without ammo,” McGuire said.

Licensing assistants hold paid positions, working 20 hours a week during the school year and full-time in the summer. They attend training sessions in which they learn how to use the Nerac database and are coached by intellectual property attorneys.

Rosalyn Moore ’03 was working on her MBA when the MBA Program associate director Catherine Holderness approached her about working as a licensing assistant. Rosalyn had never heard of technology transfer before, but decided to investigate. Talking with McGuire sparked her interest, and she spent the next year working with faculty, community members and entrepreneurs.

“Getting to hear their ideas and see what they were doing was fascinating. Sometimes I had to go to the library and read a book to learn the terminology and get up to speed on their subjects. I learned the right questions to ask.”

Asking the right questions helps the assistants understand an inventor’s vision and allows them to direct their clients on the proper steps to take. Many inventors have not received such advice and suffered for the lack of legal and marketing knowledge.

“Some of the greatest inventions in the world have sat on shelves,” McGuire said. “Faculty can’t come to me soon enough with ideas for inventions. We’ll tell them what they need to do to protect themselves and the university.”

Today Rosalyn has put her experience to use at Sunrise Technologies in Winston-Salem, where she is a marketing analyst.

“I didn’t have any marketing experience before becoming a licensing assistant. Doing searches like we did helped me get where I am today.”

Licensing assistants Ryan Burkett and Tim McGuire consult with Dr. Sandra Shultz about her sports medicine device.

“Some of the greatest inventions in the world have sat on shelves.” — Jerry McGuire
Marketing Campaign earns CASE award

In January, the My Bryan MBA marketing campaign for the evening MBA program won an Award of Excellence from CASE, The Council for Advancement and Service to Education. The campaign featured billboards throughout the Triad region, promotional viewbooks and newspaper, radio and web advertising. UNCG competed as part of District III, which encompasses Virginia, North and South Carolina, Georgia, Florida, Kentucky, Tennessee, Mississippi and Alabama. The Bryan School’s award was on display at the CASE District III Conference in Atlanta Feb. 22-25.

Kudos to the creative team behind the campaign: UNCG Assistant Director of Marketing Debbie Schallock, Burris Agency, MBA Director Shelly Balbirer and MBA Associate Director Catherine Holderness.
Bryan School receives first-ever class gift

Business students of the Class of 2003 presented the Bryan School with its first-ever class gift last May. They installed a bronze Beta Gamma Sigma key statue on the school’s lawn as part of Excellence Day at UNCG.

“The concept of a class gift at UNCG has been discussed for many years, but this year the Class of 2003 made the dream a reality,” said Candace Bresee, gift committee chair.

In honor of the 20th anniversary of the Bryan chapter of Beta Gamma Sigma, the Class Gift Committee chose a gift that proclaims and symbolizes the academic excellence of our programs.

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. The key is a mark of distinction available only to schools accredited by the AACSB. Among 1,200 business schools nationwide, about 350 schools hold this honor. In order to maintain AACSB accreditation, the Bryan School’s faculty, students and curriculum are evaluated every few years.

The Class Gift Committee, with assistance from the UNCG Annual Fund, raised money for the $3,200 gift from students, parents, faculty and staff.

The Class of 2004 is currently raising funds for its class gift. The class hopes to add picnic tables and new landscaping to the Bryan School courtyard.

2003 Class Gift Committee

Candace Elizabeth Bresee, Chair
Joy Christine Munns, Co-chair
Timothy Michael Farris
Amanda Jane Gidley
Melissa Gail Harvey
Christopher A. Relos

The following students, parents, faculty and staff made history by contributing to the success of the 2003 Class Gift:

Hithem Shake Idres Abelgasim
Ramesha Akkiangadi
Andrew Martin Allen
Stuart D. Allen
Amanda Allmon
Julio Erasmo Alvarez
Anonymous (3)
Edward Arrington
Jeffrey Barbour
Elly Barrineau
Michael Christopher Benamati
Carobeth Price Bennett

Timothy B. Biggart
Sarah Elizabeth Bolton
Candace Elizabeth Bresee
Lew G. Brown
Sharon Storm Brown
Bryan School Staff Council
Donna and Scott Capamaggio
Pamela R. Cash
Claude Merritt Cely, III
Parker Edney Collins
Amanda Crabb
Angela Crabb
Sticking to moral values is a key component in becoming a successful leader, John Allison, CEO of BB&T, told Bryan School students in November.

“At BB&T, what we’re really trying to do is create value from values,” he said. With $91 billion in assets and 30,000 employees, Winston-Salem-based BB&T is the nation’s 11th-largest financial institution.

Allison described values as practical habits that enable people to be successful, achieve happiness and find purpose in both their personal and professional lives. An avid reader of thinkers such as Ayn Rand, John Locke and Thomas Aquinas, the CEO has developed a set of ten guiding principles for employees to follow.

The broad-based value system includes making fact-based decisions, using reason, employing independent thinking, being honest and productive, having integrity and pride in accomplishments, preserving self-esteem, following a sense of justice and acting as a team.

“Classically, those who fail are those who lack honesty,” Allison said.

He advised the students to take responsibility for their own actions and to work diligently. They should earn trust by being the first to give bad news to their employers. In addition, he recommended having pride in their work, while at the same time respecting fellow employees and considering how their actions affect others.

Allison’s talk was part of an ongoing effort by the Bryan School to expose students to real-world business through the expertise of distinguished guest lecturers.

Kelly Nixon ‘02 was selected to participate in the Japan Exchange and Teaching Program. One of approximately 1,700 finalists from the United States, Kelly received her bachelor’s degree in international business. She departed in July 2003 and will spend one year as an assistant language teacher in Iwate. Kelly, a R.J. and A.M. Allen scholar, studied abroad at Nagoya University of Foreign Studies in Nagoya, Japan, during the 2000-01 academic year.
Thank you to our donors - July 1, 2002 - Dec. 31, 2003

**Alumni and Friends**

**Bryan School Enrichment Funds**
- Danyal Ahmad ’01
- Mary Ellen Boelhower
- Pamela R. Cash ’90
- Dorothea Matthews Caughey ’40
- Margaret Frances Connolly ’76
- Christopher Robin Courtney ’94
- Leigh Elks Covington ’87
- Annie K. Cox ’85
- Patricia Clark Dark ’94
- Marie Thompson Dickerson ’93
- Godfrey C. Ejimakor
- Faron Frederick Faulk ’91
- Christy Parker Fillingame ’94
- Lois E. Frazier ’42
- Vidyaranya B. Gargeya
- Lee C. Harizanoff ’72
- David B. Hagan
- Mary Grover Hagan
- Fredda Ratledge Hobbs ’45
- Margaret Fincher Hobbs ’71
- Donna Moffitt Holder ’84
- Jason Thomas Hoo ’03
- Kevin Marketh Howard ’96
- Robert Pickens Hughes ’87
- Hilda James ’65
- Judy A. Johnson ’78
- Dawn Spencer Kears ’91
- Maureen Gray Keller ’84
- Taimur Khan ’99
- Virginia Brittian Kirkman ’37
- Alice Lorraine Ledford ’93
- Michael D. Ledford ’80
- Margaret Rose Magee ’97
- Loretta Myers Martin ’67
- Stephen C. Mathis ’78
- Lynn Owens McGuire ’83
- Perky Isley Mercer ’55
- Ione Wright Morgan ’36
- Thomas B. Moring ’78
- Nancy Zelley Parker ’62
- John S. Policowski ’81
- Dean Priddy ’83
- Agnes Johnson Price ’62
- Nido R. Qubein ’73
- Frances Michelle Randall ’93
- Christopher D. Ray ’91
- Jean Griffith Ritchie ’48
- Anne Braswell Rowe ’41
- W. Mercer Rowe
- Estelle Rose Rubenstein ’49
- Elizabeth Dodd Slight ’83
- Mildred Smith ’41
- Harry J. Stone ’83
- Jean Wood Todd ’58
- Sheila Bennett Turner ’67
- Charles Raymond Weir, III ’98
- William Jonathan Whitacre, III ’91
- Janet Louise White ’79
- Kathy Brittain White
- Tia Je’nea White
- Robert A. Wicker
- John H. Williams, Jr.
- Lawrence Williamson, III ’77
- Marcus G. Woodell ’77

**Accounting Enrichment Fund**
- Susan G. Beasley ’93
- Amy E. Brown ’93
- Jeffrey L. Burgess
- James I. Cobbler, Jr. ’82
- Lacey Delynne Diggs ’03
- Robert Starling Dunaway ’94
- Mitchell Scott Flinchum ’98
- Gill Brown Howard ’64
- Venkataraman M. Iyer
- George Nick Johnson ’01
- Dennis Allen Newman ’90
- Peter Barlow Smith ’96
- Alice M. Swann ’96
- Parker W. Turpin ’90
- David A. Youngdahl

**Business Administration Enrichment Fund**
- Adelene Scott Akard ’46
- Nancy Yates Bell ’67
- Stephen Mark Blalock ’90
- Kateria Yourievna Halstead ’02
- Christina Marissa Johnson ’02
- Kevin B. Lowe
- Beth Gatlin Lucas ’74
- Stephen R. Lucas
- Sharyn Steele Vaughn ’70
- Lyllis Davis Vuncannon ’66
- Daniel T. Winkler

**Economics Enrichment Fund**
- Erik C. Benrud ’80
- John Johnson Bethune ’81
- Jane Bledsoe Davidson ’51
- Beth Sossaman Eckstein ’72
- Thomas Evans
- Henry C. Lawrence ’80
- Donald L. McCrickard
- Ian Francis Petta ’97
- Marcia Caler Tone ’96

**Information Systems/Operations Management Enrichment Fund**
- Tonya Delaine Chambers-Phelps ’94
- Vidyaranya B. Gargeya
- John Richardson ’01
- Danny Roach ’01
- Ronald Kerry Schick ’98
- Winnie Wan Jun Tong ’90

**Business Partners Program**
- Lynn Medlin Perkins ’83
- James K. Weeks

**Global Business Studies Program**
- Bob Biggerstaff
- Kenneth McLeod, Jr.

**MBA Program**
- Kathryn Rieder Albright ’88
- Kathy Bowman Atkins ’83
- Timothy D. Bost ’89
- Pamela R. Cash ’90
- Sue Woodall Cole ’72
- Dennis Michael Dougherty, Jr. ’98
- Jerry F. Heimann ’83
- Margaret Norwood Finch-Hyatt ’87
- J. Thomas Goodwin ’85
- Chris G. Grubby ’91
- Barbara Hanauer ’84
- Joseph S. Harper ’87
- Rhea Harris ’94
- Robert L. Hensley ’80
- Gwendolyn Felty Huffman ’81
- Harvey W. Huffman ’80
- Alan F. Johnson ’89
- James A. King, III ’88
- Joseph D. Kirk ’74
- Daniel A. Lynch ’87
- McGee Porter, III ’71
- Catherine Raslow ’83
- James E. Raslow ’83
- Timothy Scott Shelton, Sr. ’97
- Anne Phillips Smoot ’91
- Gary N. Stephenson ’88
- Larry Dean Stone, Jr. ’97
- Paula Legendre Stop ’00
- Stephen P. Tolleson ’72
- Joseph Turk ’95
- Dayle D. White ’81

**Bryan School Student Scholarships**
- Dayna Amboy ’01
- Dawn E. Apple ’86
- Martha Showalter Ashcraft ’42
- Elizabeth Whitley Barnhill ’55
- Timothy B. Biggart
Career Talk

Kathleen Martinek is UNCG’s Alumni Career Counselor. Here’s a question she hears frequently from alumni job seekers and career changers:

I’ve been out of school a few years. How should I update my old résumé?

Employers are no doubt looking for some real world experience as well as a good fit with their workplace and organizational structure. They want to know what abilities, personality traits and recent experience you have that will help them solve their problems.

Your résumé should emphasize skills and those activities and accomplishments (whatever you feel proud of) that directly relate to their needs. Resist the temptation to merely list your job responsibilities (as you may have done on your previous résumés), your courses and organizations.

Here’s how your updated résumé should differ from your old one:

• Choose carefully the organizations you list. Include it if it builds a case for you. Otherwise, leave it out. If you held a leadership position recently in an organization, include it if it supports your specific job objective.

• Think of your résumé as an artist’s portfolio: include only those things you enjoy doing and want to do again. Anything else will likely lead you right back to where you’ve been and don’t want to be.

• Unless you’ve graduated in the last year, or unless your recent degree is in a specialized field that matches your specific job objective, don’t put the education category right at the top. Employers respond better to the job skills they can use right away. Put education at the bottom, after your work experience.

Martinek has over 15 years experience in career development, human resources, and management and is a certified job search coach. She is convinced there is satisfying work out there for everyone, even in this job market! Reach her at (336) 334-5454 or kemartin@uncg.edu.

The MBA Association took an active role in community service this fall when members worked with Habitat for Humanity to roof the Bank of America house. Part of National Make a Difference Day, the project drew participation from association members and faculty. The MBAA has 82 members, one third of the students in the program. They also have a full program of professional development and social activities.
University news

Trelease Publishes Book on UNCG’s History


“UNCG Today” Hits Commercial Television

Broadcast students will be graded by their professors as well as the Triad community this semester when they produce “UNCG Today,” a new studio talk show that debuted on commercial television Jan. 30.

Seniors and graduate students from UNCG’s Department of Broadcasting and Cinema are directing the show as part of their Directing for Television course. Their responsibilities include direction, production, lighting, audio and occasional field interviews. Jim Longworth ’76, host of “Triad Today,” will be the on-air personality.

The show airs locally at 7:30 a.m. Mondays on cable channel 7, WXLV 45, and 6 a.m. Fridays on cable channel 14, WUPN 48.

Health Project Earns $1 Million Grant

The UNCG School of Nursing has been awarded a grant that will bring in more than $1.06 million from the National Center for Minority Health and Health Disparities at the National Institutes of Health (NIH) to coordinate the Teamwork in Research and Intervention to Alleviate Disparities (TRIAD) Project for Health Disparities.

The goals of the three-year project are to increase outreach, training and research in health disparities and to assist the community, region and state in meeting the health needs of an increasingly diverse citizenry.

Although the money was awarded to the School of Nursing, the project is a collaborative effort between the Schools of Nursing, Health and Human Performance and Human Environmental Sciences; the Departments of Anthropology; the Institute for Health, Science and Society; and the Center for New North Carolinians at UNCG; as well as the Moses Cone Heart Center, the Guilford County School System and HealthServe Medical Clinic.