



THE UNIVERSITY of NORTH CAROLINA  
GREENSBORO

### Who Knew Aliens Were So Smart?

Students in ECON 201 are in for an "out of this world" learning experience with a new online game that doubles as a college course teaching the principles of microeconomics. The interactive game features aliens from the planet Sarbonia Prime who land on a desolate planet Earth and have to apply economic principles to build a society.

"I hope students have an 'a-ha!' moment that doesn't come by simply reading the text. By connecting interactive game play to abstract economic theory, students will gain a greater understanding of the material," said assistant professor of economics Jeff Sarbaum.

To check it out, visit <http://econ201.uncg.edu>.



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Students  
First Campaign

Charlotte  
Business Woman  
Honored

Honor Roll  
of Donors

Aging Is Good  
Business

# uncg

## Bryan School

## Bryan Foundation Makes \$1 Million Gift to Business School

The Joseph M. Bryan Foundation has made a \$1 million gift to support the Bryan Scholars and Fellows Program, which funds undergraduate and graduate education for some of the school's most promising students. The Bryan Scholarships and Fellowships are the school's most prestigious awards, and currently, 23 scholar and 11 fellow recipients are benefiting from this generous gift.

"Mr. Bryan had a deep interest in the students chosen as scholars and fellows, and for good reason," said Dr. Jim Weeks, dean of the Bryan School. "His support got many started with a solid education, who have since gone on to become successful leaders in the Triad and beyond. The foundation's contribution will significantly enhance our recruitment abilities, which is especially important for our two new doctoral programs."

The pledge, made as part of the Students First Campaign, will be distributed in annual increments of \$200,000 for five years, beginning in



*Jim Melvin, president of the Bryan Foundation is pictured here with the 2005-06 Bryan Scholars and Fellows.*

January 2007. It will help recruit and educate some of the brightest business students, who are likely to stay in the area and contribute to the strength of the community.

"We see the business school at UNCG as being an asset to the business community and, really, to the community as a whole," said Jim Melvin, president of the Bryan Foundation. "It has been and becomes more so every year."

When counting gifts from Bryan, his estate, or the foundation that bears his name, he has given the business school more

than \$8 million dollars, including:

- A \$1 million gift in 1984 to establish the Kathleen Price and Joseph M. Bryan Scholars and Fellows Program.
- A \$1 million gift in 1989 to establish the Joseph M. Bryan Distinguished Professorship.
- A \$5 million gift in 1995, a bequest to the school in the form of an unrestricted endowment.

In addition, his will directed that his Greensboro home become the UNCG Chancellor's

*continued on pg 2*

# Economic Development Engine on Track

*A Message of Progress from Dean Weeks*



*Jim Weeks*

Two strategic drivers are shaping the future for us — the University's vision to become the leading public research institution linking the Triad region to the world, and the increasingly important need for UNCG and the Bryan School to support the economic development of the Triad, state and nation. With these goals in mind, we have undertaken the

expansion of our masters programs and initiated two new PhD programs, all while continuing to build the quality of all our programs through internships, course consulting projects and other applied research and experiential learning opportunities.

The economic health of a region and nation is determined by the education of its people and the application of research produced by the faculty and students of major research institutions. As indicated by the recent Carnegie Classification of UNCG as a university with "high research activity," the announcement of UNCG being awarded a \$35M SERVE grant, and our record enrollments, we are achieving our institutional vision and solidifying our position as a major engine for economic development in this region and state.

I hope you enjoy reading and are inspired by the stories in this newsletter. Building the graduate programming and research profile of UNCG and the Bryan School depends greatly on the success of the Students First Campaign. The \$1M endowment gift from the Bryan Foundation, targeted initially to support graduate fellowships, is a critical component for our financial plan to build our PhD programs. We are greatly appreciative of the Foundation Board's vote of confidence in us. In addition to the six faculty cited for their editorship of journals in their fields and the three faculty cited for their recent research, there are many other faculty producing applied research to enhance the practice of managed organizations and to inform public policy. The story of the MBA consultancy (*page 9*) with the Children's Museum is one of many examples of how our students improve local organizations' effectiveness and efficiency through experiential learning and applied research in their coursework.

In future issues of this newsletter, we will share with you other examples of how we support the economic development of this region, state, and university through our educational programs and faculty and student applied research and outreach programs.

Warmest regards,

A handwritten signature in black ink that reads "Jim Weeks". The signature is written in a cursive, flowing style.

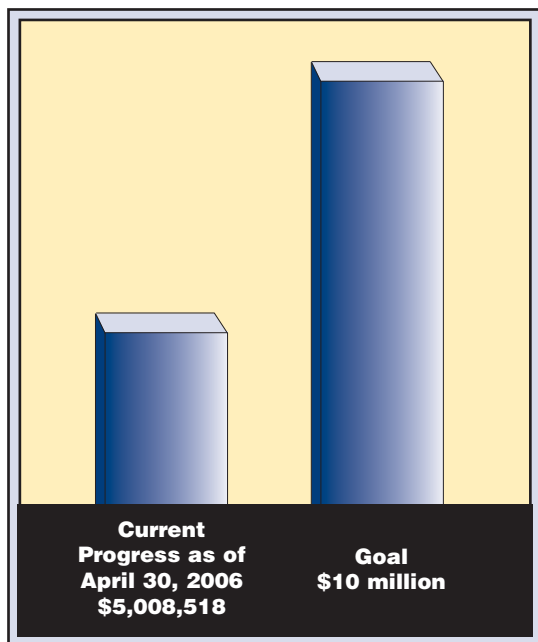
*\$1 Million Gift continued from pg 1*

residence, and valuable archives are kept by the Bryan School Library through his financial support.

In 1987, the UNCG Board of Trustees voted to name the School of Business and Economics in his honor to recognize his leadership and support to the school and the community.

A native of New York, Bryan came to Greensboro in 1931 and spent decades as a successful businessman, serving as senior vice president of Jefferson Standard Broadcasting Co. and as chairman of the board of Pilot Life Insurance Co. Bryan also worked to develop the Greensboro community through his leadership and philanthropy efforts. The Bryan Foundation is a charitable organization established after his death to carry on his meaningful work in the community.

## Students First Campaign – Progress to Date



## Alumni Step Forward to Support Students First Campaign

The Students First Campaign has attracted support from all constituencies of the university community, including alumni of all ages. Here is a sampling of recent gifts:

Martha Showalter Ashcraft '42 and her husband, Tom, endowed a scholarship for business students. Martha led a successful career in politics before retiring to Nashville, TN, and Clearwater, FL, where she currently lives.

Joanne Brantley Craft '50, her husband, Bill, and their son, David B. Craft '85, made leadership contributions to the Craft Family Fund, an endowment that supports students in risk management and finance. David Craft is senior vice president of Craft/The Insurance Center.

Faye Young Eury '56 and her husband, Lynn, endowed a scholarship for business students. Faye is a graduate of the commercial class and celebrated her 50th class reunion in April. Faye's leadership commitment is the largest from any member of the Class of 1956.

Amelia Storms Hopkins '79, '91, endowed a scholarship for economics students.

Formerly senior vice president at U.S. Trust Company, N.A., Amelia is now vice president of investments with Granville Capital, Inc. Amelia served on the economics faculty in the 1990s and is a member of the Business Advisory Board.

Kirk Galiani '87 made a leadership gift to the Dean's New Venture Fund to support the school's activities in entrepreneurship. Galiani, formerly president of Gold's Gym International, is now developing state-of-the-art Gold's Gym facilities in North Carolina, Virginia, and West Virginia.

For more information about the campaign and how you can participate, visit <http://donate.uncg.edu>.

## Alumni News

**Ann Rowell '73** is a CPA and accounting instructor for Central Carolina Community College in Sanford, NC.

**Tanya DeLong '81** is a financial analyst for Pfizer, Inc. in Kalamazoo, MI.

**Michael D. Smith '82** is director of marketing development for Sprint in Overland, KS.

**Peter LaMuraglia '86** has earned the Certified Long-Term Care designation and is with Compass Financial Partners in Greensboro.

**Jay Mack '89, '92 MBA** is a vendor relations manager in the recovery department for Compass Bank in Birmingham, AL.

**G. Blake Phillips '89** is president of Vericom, Inc. and serves as treasurer for the board of directors of the Better Business Bureau of Eastern North Carolina in Raleigh, NC.

**John Cunningham '91** is a merchandising associate at VF Jeanswear in Greensboro.

**Brad Kirkman '91 MBA** is an associate professor of management and Mays Research Fellow in the Mays Business School at Texas A&M University in College Station, TX.

**Bob Ogburn '93** is vice president of finance at Triad Guaranty Insurance Corp. in Winston-Salem, NC.

**Cynthia Morgan '94** is an economist in the EPA's National Center for Environmental Economics in Washington, DC.

**John R. Carawan, Jr. '96** is a senior consultant with Deloitte & Touche LLP in Washington, DC.

**W. Charles Parks '96 MSA** is a CPA and accounting lead instructor for Central Carolina Community College in Sanford, NC.

**Justin Troilo '96** is a business manager with AT&T in Tempe, AZ.

**Nicole Smith Shelton '97** is a payroll accountant with the Greensboro Housing Authority in Greensboro.

**Stephen Shelton '97** is a commercial account manager for Piedmont Truck Center in Greensboro.

**Janet Bruner '98** is a cost accountant with Taylor Brothers in Winston-Salem, NC.

**Don Knight '98** is a product evaluation analyst at AIG-United Guaranty in Greensboro.

**George W. "Bill" Prigge '99 MBA** is the assistant dean for administration and finance at Georgia State University College of Law in Atlanta, GA.

**Eric Addo '00 MSA** is a manager in application management with Scottish Re™ in Charlotte, NC.

**Kerry Gustafson '00 MBA** is the manager of pricing/quotations for Tekelec in Morrisville, NC.

**Sara Klie '00** is an associate with Booz Allen Hamilton in McLean, VA.

**Annitra Martin '00** is a financial report analyst with Sonic Automotive in Charlotte, NC.

**Robert Timmons '00** is a plan consultant with the Montgomery County Deferred Compensation Plan in Rockville, MD.

## Charlotte Business Woman with Ties to Triad Honored



*Honorary inductee Dr. Charlotte Roberts with Jim Weeks, Dean.*

Beta Gamma Sigma, the international honor society for business students, inducted Dr. Charlotte Roberts, a consultant, speaker, and author, as an honorary member March 29, along with 46 other top students.

Roberts, a UNCG alumna, is currently president of Blue Fire Partners Inc., a strategic consulting firm in the Charlotte area. She has coauthored several leadership books that have sold more than one million copies throughout the world.

“As tomorrow’s leaders, I hope you will follow your hearts and find ways to lead that honor the human spirit,” encouraged Roberts during the induction ceremony.

Roberts serves on the Board of Visitors at UNCG and the Board of Trustees of Guilford College.

Beta Gamma Sigma is the nation’s top business honorary society, and induction is considered the highest honor that a business school student can achieve.

### **MBA and MSITM Alumni: Get Connected!**

The Bryan MBA and MSITM programs invite you to join BryanConnects, a database of graduate program alumni who will serve as career mentoring contacts for Bryan graduate students and fellow alumni. BryanConnects, to be launched early this summer, will allow you to stay engaged with the school by giving career advice and feedback to students and alumni as they consider career paths and changes.

Participants choose their level of interaction and involvement ranging from phone and email conversations to lunch meetings. The database of names and contact information is accessed only by current students and fellow alumni through authenticated login and password protection.

To sign up, please email Brent Atwater in Graduate Career Services at [Brent\\_Atwater@uncg.edu](mailto:Brent_Atwater@uncg.edu) for assistance on registration via the Bryan Graduate Career Services web site. Thank you for staying engaged with us!

### **Beta Gamma Sigma Inductees**

Forty-six students consisting of nineteen masters, twenty-one seniors, four juniors and two 2nd recognitions were inducted into the Bryan School Chapter of Beta Gamma Sigma on March 29, 2006.

Valeria Ballini	Laura Garduno Garcia	Teresa Neal	Robert Stevens
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Dr. Dan Rosenbaum

### Rosenbaum Scores Big on the Sports Pages

While Bryan professors are frequently quoted and published in scholarly journals and national publications, it's not every day one graces the pages of perennial favorite *Sports Illustrated*. Economics professor Dan Rosenbaum was quoted in an October 2005 feature story on

how the NBA judges a player's individual talent and performance.

Rosenbaum and colleague Dean Oliver, a consultant to the Seattle Super Sonics, discuss how they use statistics to analyze how players are evaluated and scouted. They look at how players perform both on the court and off, and through complex equations, they are able to quantify a player's true value to the team.

It's not all about the numbers, either. Rosenbaum discusses fouls, free throws, rebounds, and possessions to come up with his data, all vocabulary of particular interest to the magazine's readers. His research bridges the gap between sports aficionados and economic statistics to create a meaningful method of evaluation.

While they're quick to claim this is not an exact science, they are confident this can be a real boon to some of the NBA's greatest. Thanks to Rosenbaum's work, the Bryan School scores another "slam dunk" in the country's scorebook as a leader in scholarly, but also interesting, economic research.



Dr. Christopher Ruhm

### Good Economic Times Can Mean Health Risk

A prosperous economy may not necessarily lead to a healthier society, says economics professor Christopher J. Ruhm. In a recent *New York Times* article, he claims many believe that more jobs bring increased health care coverage and a healthier population.

However, his research shows that a one-percentage-point fall in the unemployment rate leads to 12,000 deaths a year in the U.S.

He explains that when the economy improves, the number of car and workplace accidents rise; deaths from heart attacks, flu, and pneumonia increase; smoking, drinking, and obesity become more prevalent; and physical activity falls.

"Good life events," Ruhm said, "don't always lead

to good health."

Rising incomes tempt our powers of self-control, effectively lowering the cost of a bottle of good Scotch, a buttery steak Bordelaise, and other luxuries that are more enjoyable than healthy.

The article mentions how gym memberships ironically increase during recessions suggesting that people may use their increased free time to take their stresses out through exercise. Interestingly, sales of Budweiser, on the other hand, appear to move in the same direction as the economy. In 2001's recession, sales at Anheuser-Busch rose at the slowest pace in the last five years.

He also found similar patterns in foreign economies including Britain, Germany and Japan.

Ruhm began to study the subject after he came across a number of academic papers that mentioned the health dangers of recessions. But the notion was rarely backed up, so he sought out research to isolate the interaction between health and the business cycle.

Strong economic growth makes a country wealthier, giving it more resources to invest in research and technology, which eventually prolongs lives. But, his research reminds people to invoke more self-control no matter what the economic pattern if they are to maintain a healthy lifestyle.

### Numbers, Numbers, Numbers!!!

Did you know that the production of crude petroleum has been decreasing in the U.S. since 1970? Or that more bricks were produced in 1906 than in any other year? Or how about that infants faced a mortality rate in the 1870s of more than 30 times today's level?

Numbers like these abound in the *Millennial Edition of the Historical Statistics of the United States* published by Cambridge University Press in February. It consists of five separate volumes covering population, work and welfare, economic structure and sectors, government, and international trade and relations.

Eighty scholars collaborated for nearly a decade on the project including associate professor of economics Kenneth Snowden who contributed the chapter on Construction, Housing and Mortgages. Snowden points out the edition was designed as a single authoritative reference that connected and combined modern and historical data for the American nation and economy.



Dr. Kenneth Snowden

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The Bryan School offers a full range of planned giving opportunities. To make a gift or for more information, please contact Mary Ellen Boelhower, director of development, via email at [me\\_boelhower@uncg.edu](mailto:me_boelhower@uncg.edu), or by phone 336.334.5338.

## Alumni news

**Vadim Bogomolov '01** MSA is a product controller with Wachovia in Charlotte, NC.

**Robyn Jameson '01** is a financial advisor and partner with Lehigh Valley Financial Group in Center Valley, PA.

**Dan Mamo '01** MA is a product analyst in the Domestic Consumer Group at AIG-United Guaranty in Greensboro.

**Warren Bailey '02** is the newly promoted director of operations accounting and facilitator for Piedmont Self-Advocates in Winston-Salem, NC.

**Candace Bresee '03** is a staff accountant with Guilford Companies in Montgomery, AL.

**Dana K. Carter '99, '03** MBA is a medical representative with Merck & Co., Inc. in Fayetteville, NC.

**Timothy Farris '03** is an associate programmer analyst - phase 1 biostatistics with PPD in Morrisville, NC.

**Suzu Holt '03** is the director of on-campus marketing for University Directories in Chapel Hill, NC.

**Simone Farah '04** is a data base administrator with AIG-United Guaranty in Greensboro.

**Julio Moran '04** is a sales executive with Barquero Organic Shrimp in Miami, FL.

**Virginia "Ginny" Luckhardt '05** MBA is a nurse manager at UNC Hospital in Chapel Hill, NC.

**Matthew Modrow '05** is a production manager with Bolection Door in Greensboro.

**Sally Pinckney '05** is a student loan product analyst for AIG-United Guaranty in Greensboro.

**Taib Ibrahim '04** is a software quality assurance analyst with Complex Corporation in Long Island, NY

**Thaddeus LeMar Shore '04** is a programmer for information technology with First Citizens Bank in Raleigh, NC.

**Lee Wright '04** is an analyst in the Structured Products department at AIG-United Guaranty in Greensboro.

**Jennifer Carter '05** is an office assistant with Morvil Design Group in Wilmington, 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](mailto:BryanAlumni@uncg.edu).*

## Mark Your Calendar!

The annual Bryan School golf tournament will be Saturday, September 16, at Bryan Park. Contact John Redmond, Pattie Hollinger or Denise Rodio at 336.334.3088 or toll-free at 877.775.3382. To contact them via email, write to [opdp@uncg.edu](mailto:opdp@uncg.edu) or visit <http://www.uncg.edu/bae/opdp>.

## Student Learning in the Real World

Bryan School students boosted their classroom learning by providing hands-on experience working with a local non-profit organization.

A team of MBA students recently consulted with the **Greensboro Children's Museum** on ways to

improve their image and perception in the marketplace. The students assisted the museum board in developing a vision statement, creating surveys, researching other national children's museums, and interviewing museum stakeholders including board members, donors, staff, visitors, teachers, and museum members.

Another MBA team worked with **Randolph Community College (RCC)** to conduct a competitive and strategic analysis of the continuing education market. This was the second collaboration with RCC. The first project ultimately resulted in locating a satellite location of RCC in Archdale to better serve the needs of the region.

While gaining practical business experience, the students provided high quality consulting services to businesses and organizations throughout the Triad. During the spring semester, other MBA teams have been collaborating with area organizations. One group of students has been designing a comprehensive feasibility study on an ethanol facility for the **Greensboro Center for Innovative Development**. Another is conducting a supply chain mapping and logistics cost study for **Tyco Electronics**. **Sun Trust** has been receiving help from students on developing a strategic plan for the growing Hispanic market in the Carolinas. Students working with **Red Hat** have been helping to conduct a feasibility study for the company's market expansion overseas.

Teams of undergraduate students also have the opportunity to put their learning into action through experiential learning. They have been working on marketing strategy projects with numerous area companies including **Training and Development Solutions**, **Sensory Analytics**, **Bryson Industries**, **SourceHorizon, Inc.**, **Bryan-Kelly Business General, Inc.**, **SAM Restaurants, Inc.**, and **Appalachian Apples**.

Undergraduate teams also have been developing export strategies for **Lindley Laboratories**, **Performance Textiles**, **Brooks Millwork Company**, **Carolina Precision Plastics, LLC**, and **Southern Mill Supply**.

The opportunity to learn by doing is an incredible learning experience that allows students to apply textbook lessons to real world scenarios. The Bryan School is always looking for innovative ways to partner with community businesses and organizations. Please contact the Bryan School Dean's Office at 336.334.5338, if your business would like to participate.



Students come together to work on one of many consulting projects.

## Faculty Making an Impact

*In the arena of scholarly journals*

**Daniel Winkler**, professor of finance, is co-editor for the *Journal of Real Estate Practice and Education*, which strives to stimulate research in real estate practice and education. The contributions from its content provide an essential source of information on the teaching of real estate and become critical to the educational understanding of areas such as development, finance, management, market analysis, marketing, and valuation.

**Lew Brown**, associate professor of marketing, is serving as editor for the *Case Research Journal* by the North American Case Research Association. The association's 500 members write teaching cases based on their direct involvement with businesses and organizations. Authors capture information about an actual decision the organization faces and submit their cases for a blind, peer-review process to be used in the quarterly journal and business textbooks.

**Albert Link**, professor of economics, is the editor-in-chief for the *Journal of Technology Transfer*, which focuses on the theory and practice of technology transfer. Topics include the economic underpinnings of innovation and technology development; management practices and strategies toward effective technology transfer; related public policy, regulatory, and legal issues; and entrepreneurial strategies at universities that enhance the transfer of intellectual property and promote economic growth and global competition.

**Prashant Palvia**, professor of information systems, is the editor for the *Journal of Global Information Technology Management*, a highly respected publication recognized by IT scholars worldwide for its premier content, editorial board, and authors. Topics include electronic commerce, IT management, outsourcing, technology adoption, and cultural and societal impacts. Its interdisciplinary approach covers all areas of information systems as well as functional IT applications with an international focus.

**Hamid Nemati**, associate professor of information systems, is the founding editor-in-chief for the *International Journal of Information Security and Privacy*, which will publish a wide range of issues from technical to legal, regulatory, organizational, managerial, cultural, and ethical. The inaugural issue is planned for spring 2007.

**Riad Ajami**, professor of international business, is the editor-in-chief for the *Journal of Asia-Pacific Business*. The journal is a crucial source of information as western firms continue to expand investment in the Asia-Pacific region. With articles written by leading professionals, the journal provides a forum for practical application to business strategy, practice, and economic development; information systems; business law; finance; and accounting.



Keynote speaker, Lieutenant Governor Beverly Perdue, joined with Governor Easley to successfully lead the fight to create a prescription drug benefit for low-income seniors unable to afford the rising costs of their medications.

## Aging is Good Business

To address the needs of the retiring baby boomer generation and to examine how businesses need to adapt themselves to this growing and affluent market, the Bryan School and the Gerontology Program at UNCG co-sponsored *Aging is Good Business: The Silver Industries Model* on April 3rd.

The conference led off with Neal Cutler, a financial gerontologist from Widener University. Cutler uses 'silver industries' to refer to businesses that create, produce, market and sell goods and services to older people.

North Carolina Lieutenant Governor Beverly Perdue was the keynote speaker.

"North Carolina is the third most desirable retirement state in the country and UNCG is tackling the needs of this emerging industry," according to Perdue. She encouraged the collaboration of business, government, public agencies and higher education to meet the needs of the shifting

population.

Other topics discussed at the one-day summit included retirement migration, marketing to older adults, financial gerontology, elder care issues in the workplace, corporate gerontology, economic opportunities in an aging society, small business innovation research, and future trends for businesses in an aging society.

A panel discussion focused on the business opportunities in the silver market and included Jan Payne, SAS Institute, Steve Bell, Steven D. Bell & Associates, Jodi Olshevski, The Hartford.

The summit is the latest innovation of the Bryan School and the Gerontology Program. In 2005, the Bryan School and the Gerontology Program launched a dual MBA/MS in Gerontology. This unique dual degree is unlike any other in the state and one of only a few that merges business education and gerontology.

## Hard Work = Generous Dividends for Young Alumni

When Marc Ashley '97 and Joe Bolyard '92, '96 MBA, were in their early 20s and working as part of a small team of entrepreneurs trying to build Market America Corp., they learned what true hard work and perseverance meant.

Today, the two are reaping the benefits of their labor. Ashley is chief operating officer, and Bolyard is executive vice president of international development at Market America.

"In those years, we did everything," Ashley says. "We would answer the phone. We packed boxes of products. There were many times we would spend our Friday nights working late to get orders out."

The pair look back at their efforts with appreciation and humility.

"We had to do the payroll – just everything possible to make this company run, we did it all from day one," Bolyard remembers. "And, because of that, I feel we are better managers because I can look at someone and say, 'Yeah, I've done that. I've packed boxes. I've made orders.'"

Often, they would rent a van on Friday afternoons, pack it full of Market America products, and drive all night to a high-growth state like New Jersey. They would spend the weekend at a conference selling Market America products and promoting the company and return to work Monday morning.

Their hard work has paid big dividends. Market America has been noted as one of the 50 fastest-growing companies in the Triad and employs more than 300 people. Its international reach has expanded to operations in Australia, Taiwan, and beyond.

"The thing is that we had the desire to make it successful, no matter what," Bolyard says.

"If that meant putting on a suit and getting up and speaking, we did it. If that meant checking orders and getting out commission checks and double-checking them to make sure they were correct, we did it."

Now, after more than a decade of business, the corporation is giving back to the Bryan School with a recent \$125,000 pledge to establish the Market America Graduate Fellowship Fund.

The gift, part of the Students First Campaign, will provide fellowships for Bryan School graduate students with initial preference to candidates in the new information systems and economics PhD programs.

"Joe and I have always had a vision of timing for Market America," Ashley says. "For the first 12 years or so, it was building the business and, for most of that time, Market America was a relatively unknown name. Now, our name is out there, and it's time to give back to our community and our university."



Marc Ashley

## Merger of Finance and Accounting Departments Streamlines Structure

As management guru Peter Drucker and others have noted, business organizations long ago recognized the dysfunctional character of "stovepiped" structures, where each functional area kept to itself. Business schools, though often slow to catch on, are rapidly abandoning their own stovepipes as they recognize the need to enable students to become competent and multitalented managers and to produce research that surpasses disciplinary boundaries.

No two disciplines are better positioned to abandon their own conventional boundaries than accounting and finance, and the faculties in these areas have, of their own initiative, merged into a single Department of Accounting and Finance within the Bryan School. This merger aligns the organizational structure of the Bryan School to allow financial reporting and financial decision-making to work hand-in-hand.

## PhD Students Recognized at Conference

Two PhD students in Information Systems and Operations Management were recognized at a conference of their peers and professionals.

Rakesh Babu and Vishal Midha, received the "Best Student Paper Award" at the Southern Association for Information Systems Conference in Jacksonville, Florida.

Their paper, "Accessible e-Learning: Equal Pedagogical Opportunities for Students with Sensory Limitations," focused on electronic learning for students with disabilities. The students assert in their paper that, if educational software systems for e-learning are made accessible, students with sensory impairments, such as the blind, can perform at the same level as students without impairments.

Mary Culkin, director of the Office of Disability Services at UNCG, said "the research highlights the principles of Universal Design, the idea of creating an environment usable by all people without the need for adaptation or specialized design."

Babu is from Sambalpur, India, and Midha is from Chandigarh, India.



Joe Bolyard

PO Box 26165  
Greensboro, NC 27402-6165

*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 [Bryan.Alumni@uncg.edu](mailto:Bryan.Alumni@uncg.edu).*

# uncg Bryan School

*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.*

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## In The News

**T**he Carnegie Foundation for the Advancement of Teaching released its 2006 Institutional Classifications. The Foundation classified UNCG as a research university with "high research activity." Achieving the goal of an elevated research institution has been a goal of UNCG's for several years. Provost Edward Uprichard is optimistic that the designation will add transition funding of up to \$10 million to UNCG's annual budget to support graduate students and the research enterprise.

**S**ERVE Center at UNCG has received a five-year, \$37.7 million federal contract—the largest grant or contract in the university's history—to conduct research on interventions that support the improvement of Southeastern schools serving pre-kindergarten through high school students.

*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.*