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BRYAN BIZ  
The Alumni Magazine of the UNCG Bryan School of Business and Economics

Jim Weeks, Dean  
Pam Cash, Assistant Dean  
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Robyn Linford, Editorial Assistant  

Bryan Biz is published each semester. If you have news or information that you would like to share with fellow alumni, please contact the Bryan School at (336) 334-5338 or 1-877-237-0021 or BryanAlumni@uncg.edu

1019x320 Yes, the Bryan School has come very far throughout the years, but some things – like our commitment to quality educational programs – thankfully, have not changed and never will. Warmest regards to all Bryan School alumni, friends and supporters.

Jim Weeks  
Dean, Bryan School of Business and Economics

The Bryan School’s mission is to:
• Offer educational programs that prepare students to perform successfully as business professionals in a global economy
• 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.

Moving into the 21st Century’s Global Economy

A Message of Progress from the Dean

It is difficult to believe that almost 40 years ago, there was no School of Business at UNCG, and that five years earlier, there was no UNCG. We were the Women’s College.

Now our Bryan School boasts more than 2,000 undergraduate students and 450 graduate students, has 20 programs of study leading to bachelor’s, master’s and doctoral degrees and graduate-level certificates, and is a major provider of executive and professional development non-degree programs in the Triad. Producing high quality graduates of these programs is the primary, but not the only way we support the state’s, region’s, and nation’s economic development.

It has only been in recent years that we have used the term ‘economic development’ in our mission statement. We have always contributed to the economic development of our region through our educational programs. The need for our programs in this region has always been there but never more so than today, as indicated by the UNC transformation of our state to a 21st century economy. Some examples you will read about here include:
• Course consultancies that reach across the Triad and beyond, as our students help businesses and industries accomplish their goals and research the possibilities of expansion.
• New courses and programs under the BELL – Building Entrepreneurial Learning for Life – program to expose students of all majors to the world of starting and operating not-for-profit as well as for-profit enterprises that build value economically, socially, artistically, culturally, educationally and intellectually.
• Students earn global top 100 rankings in a worldwide simulation business strategy game. Their professor requires that every simulation team includes at least one foreign student to increase the diversity of thought and allow for global perspectives.

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Not Your Parents’ Economics Class

A generation ago, it would have been unusual to see the same faces in a philosophy class and an economics class, but times have changed. It’s because of the BB&T Program in Capitalism, Markets and Morality, which encourages undergraduate and graduate students from disciplines across campus to examine the ethical and philosophical basis for free market economies.

“The word capitalism has been misunderstood,” said Marianne Hayek, director of the program. “There is a notion that capitalism is something evil. The goal of the program is to be a forum for ideas.”

The program, which was funded by a $1 million gift from the BB&T Charitable Foundation in 2006, was established to promote the study, discussion and debate about the role of capitalism and its moral implications. The foundation is the philanthropic wing of BB&T Corporation, a Winston-Salem-based financial holding company with $118.5 billion in assets.

So far, Hayek has developed and taught an undergraduate course called Contemporary Economic Issues, offered through the Honors College. This freshman seminar class will be offered every fall. Meanwhile, a BB&T Distinguished Lecture Series, which is part of the program, a BB&T philanthropic wing, will be offered every fall. The program is to be a forum for ideas. “There is a notion that capitalism is something evil. The goal of the program is to be a forum for ideas.”

Hayek said he never “sought or desired” to move into administrative roles. “He took the department head position and the dean’s position to help the university and the business school accomplish their goals. I think this attitude sums up very well the kind of person he was.”

Dr. David H. Shelton served UNCG from 1985 until his retirement in 1993 and from then until his death he was Professor Emeritus. Shortly after he arrived at UNCG as a professor of economics, Shelton foresaw that the rapidly growing Greensboro campus had an opportunity to create a professional school built around economics and business administration. And that’s what he ended up doing four years later.

Shelton is also remembered for his leadership in planning the new $4.9 million building for the school and for his role leading the school’s national accreditation from what is now known as the International Association for the Advancement of Collegiate Schools of Business (AACSB) in 1982. The new-Bryan School is among the top 10 percent of business schools that are AACSB accredited in business and accounting at the bachelor’s, master’s and doctoral levels.

Even though much of Shelton’s career at UNCG was spent in administration, McCrickard said he never “sought or desired” to move into administrative roles. “He took the department head position and the dean’s position to help the university and the business school accomplish their goals. I think this attitude sums up very well the kind of person he was.”

Predicates about the US economy abound this semester on the UNCG campus, thanks to two lectures by Kathleen Price Bryan Visiting Professors of Financial Affairs.

In January, Gregory Valliere, an expert on how Congress and the White House shape fiscal policies, delivered a lecture titled “The Outlook for Taxes, Interest Rates and the 2008 Election.” And in March, Dr. Lowell Catlett, an internationally recognized economist and expert on social trends, demographic changes and the future of technology and agriculture, gave a talk on “New Frontiers that Change Everything.”

Valliere is senior vice president and chief strategist for Policy Research for the Stanford Group Company, which co-sponsored his appearance along with the Bryan School. He is responsible for coverage of the Federal Reserve Board’s interest rate policies and has been covering economic and political developments in Washington for institutional investors for three decades. Valliere is also a former chief congressional correspondent for the Washington Post and a regular guest on CNN’s “Moneyline” and CNBC’s “Market Wrap.”

Catlett is a Regent’s Professor of economics, agricultural and genetic engineering at New Mexico State University where he is also dean of the College of Agriculture and Home Economics. A recipient of the Westhafer award, the university’s highest award to a professor, he is considered a dynamic futurist who combines in-depth knowledge of economics, demographics and technology.

The visiting professorship, which brought both men to UNCG, was established more than 30 years ago by the late Kathleen Price Bryan, wife of Joseph M. Bryan, for whom the School of Business was named. The purpose of the gift was to educate the university and Greensboro area communities about financial affairs.
Life’s a Game and These Students Are Winning

Throughout the years, many Bryan School students have won a local, national or international award in the annual paper competition sponsored by the American Production Inventory Control Society (APICS). But in 2007, many of the Donald W. Fossey International Student Paper Competition awards on all levels were bestowed to UNCG teams. Dean Hutchins and Bernard de Neeve led the pack by capturing first place at the Piedmont Chapter level, Region XI level and the National level with their paper “Capacity Planning in the Semiconductor Industry: Challenges and Opportunities at RF Micro Devices.” As part of winning the national award, they received $1,000 and their paper was posted on APICS website.

The winning paper was one of three submitted by students of Dr. Vidyarama Gargaye as part of the requirements for the MBA Operations Finance course level spring. Evan Frilaty’s and Bradley Stadler’s paper “Product Design at Sherwin Williams Company” earned second place at the chapter level and Jahanzaib Badar and Kendon Williard received third place at the chapter level for “Inventory Management in the Retail Industry.”

Meanwhile, an entry by Dr. Larry Tauke’s undergraduates Allan Dollman, Ami Simmons and Paula Terrell placed third nationally with their paper “The Operations Management at Gilbarco Veedor-Roost.” The team received $250. APICS’ Fossey competition encourages professional development of students interested in management operations and is open to full- and part-time undergraduate and graduate students across the country.

This is the second straight year that Bryan MBA students have swept at the chapter level and advanced to the regional level, and the fourth time that students have taken first place at the national level.

Writing the Manual on Entrepreneurship

Entrepreneurs of the past often reflect on what they would have done differently when starting their companies if only they had known then what they know now. And they lament the fact that there were no manuals to help guide them when they ventured out on their own in business.

Most top business students’ entrepreneurs from the Bryan School and throughout the campus. They won’t worry about the ‘what if’s’ and they will have a manual to follow, so to speak. It’s all thanks to Building Entrepreneurial Learning for Life or BELL, which started in the fall of 2007. The program exposes students to the world of starting and operating not-for-profit as well as for-profit enterprises.

“This is one of the most important efforts that UNCG has undertaken in recent years,” said Dr. Rosemary Wonder, associate provost for research and public/private sector partnerships. “North Carolina needs more entrepreneurship, and initiatives such as this one are necessary for this region and the state to prepare for the future.”

BELL is founded on efforts already under way in the Bryan School and support is widespread across the rest of the UNCG campus. Wander said. Its goal, she added, is to encourage open discussion about the philosophical foundation of economics from many different viewpoints.

Initial activities include the following:

- A Visiting Professor program
- Summer Entrepreneur Boot Camp opens to all students
- Entrepreneurship Learning Community, a residential, curricular and extracurricular program for first-year students
- Seven new entrepreneurship courses this spring with plans to develop up to 10 more
- Six-to-eight-week forums each semester on topics such as social entrepreneurship and public-sector entrepreneurship
- A Bryan School minor in entrepreneurship for all majors.

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Other BELL programs and activities in development include the following:

- A business school major in entrepreneurship
- Expanded entrepreneurial opportunities for students
- Entrepreneurship Boot Camps for faculty
- Support for faculty research on entrepreneurship
- A Center for Entrepreneurship

“We believe that this program will give faculty students, and the public the opportunity to learn about entrepreneurship and its role in 21st century organizations and the global economy,” Wander said. “This is our starting point.”

Leaders of this initiative are Wonder, Johnston and Weeks, who report to Dr. David H. Ferrin, UNCG’s provost and vice chancellor for academic affairs.
D ean James K. Weeks. “Because of her support, the prospects for the future of the Bryan School are brighter now than any other time in the more than 30 years I’ve been associated with the school.”

“She is now the most senior chancellor within our University system, and she has earned the respect and admiration of colleagues across our state and nation.” — DEAN JAMES K. WEEKS

“Under her quiet but forceful leadership, UNCG has also helped set the gold standard for engaged public service and collaborative partnerships that support economic and community development efforts,” Bowles said. “As an academic leader and private citizen, she offers living proof that real success comes from doing what’s right and in the public interest.”

Under her leadership, UNCG carried out its vision statement of becoming “a diverse, student-centered research university, linking the Triad and North Carolina to the world through learning, discovery and service.” Her tenure has been marked by tremendous growth in enrollment, academic programs, research initiatives, diversity among the student body, and faculty, endowments and fundraising. Among the benchmarks, campus progress since 1995 shows:

- More than 35,000 students have earned degrees at the undergraduate and graduate levels, including 902 who completed doctorates. This is almost one-third of the total graduates since the institution opened in 1892.
- Under her guidance, UNCG’s Students First Campaign has become the most successful fundraising initiative in UNCG history, and it is expected to exceed $100 million when it concludes in 2009. As of Nov. 30, 2007, the campaign had raised more than $87.5 million. Early success was so great that the original goal of $78.2 million was increased to $100 million in September of 2006.
- One of Sullivan’s significant achievements was her leadership role in campaigning to promote the $3.1 billion NC Higher Education Bonds referendum, which state voters approved by a 2-to-1 margin in the fall 2000 election. System-wide construction from that bond package, the largest in state history, is almost complete and has provided $2.5 billion in capital improvements for the UNC system and $600 million to the NC Community College system. Nationally, Sullivan is involved with the American Council on Education, chairing its Commission on Women in Higher Education. Her service to the American Association of State Colleges and Universities includes chairing the task force on mathematics and science enrollments in 2006. She also serves on the advisory board of the Council for International Exchange of Scholars (CIES), which administers the Fulbright Scholar Program.

“Under her leadership, UNCG and the Bryan School have both been transformed under Sullivan’s leadership during the past 13 years,” said Dean James K. Weeks. “Because of her support, the prospects for the future of the Bryan School are brighter now than any other time in the more than 30 years I’ve been associated with the school.”

Under her leadership, the Bryan School has begun offering niche doctoral degrees in applied economics and information systems and has established the McDowell Research Center for Global IT Management, the first center in the nation to explore worldwide applications of information technology.

“I have enormous gratitude for Chancellor Sullivan in all she has done for our region, UNCG and the Bryan School, as well as for the support, guidance and wisdom she’s offered me personally in my role as dean,” said Weeks. His accolades are echoed by others.

“For the past 13 years, UNCG and the larger Triad region have benefited enormously from Pat Sullivan’s leadership and vision,” said UNC President Erskine Bowles. “She is now the most senior chancellor within our University system, and she has earned the respect and admiration of colleagues across our state and nation.”

“Through word and deed, she has kept campus decisions making clearly focused on the needs of our students, even as she sought to expand and strengthen academic offerings, promote research, modernize campus facilities, and increase diversity. Under her leadership, the Bryan School has become the most successful fundraising initiative in UNCG history, and it is expected to exceed $100 million when it concludes in 2009. As of Nov. 30, 2007, the campaign had raised more than $87.5 million. Early success was so great that the original goal of $78.2 million was increased to $100 million in September of 2006.

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Bryan School Awards Ceremony

A wards presented to outstanding graduating students on Dec. 19, 2007 included the Joseph M. Bryan Achievement and Leadership Awards, Dean’s Service Awards, the Outstanding Graduate and Undergraduate Student Awards, and Academic Excellence Medals.

Additionally, newly inducted members and current members of Beta Gamma Sigma, the international honor society for collegiate schools of business, were recognized.

JOSEPH M. BRYAN ACHIEVEMENT AND LEADERSHIP

The Joseph M. Bryan Achievement and Leadership Award recognizes a combination of academic scholarship and leadership within the Bryan School, the university and/or the community. Undergraduate students selected for this award must have a 3.0 GPA, while graduate students must have a 3.4 GPA.

Ashley Marie Jacobson, Bachelor of Science in International Business and Economics
Julie Ellen Price, Bachelor of Science in Marketing and Bachelor of Arts in Music

DEAN’S SERVICE

The Dean’s Service Award recognizes service to the Bryan School, the university and/or the community. The minimum GPA required to receive this award is a 2.5 for undergraduate students and a 3.0 for graduate students.

Techeeyav Abkhonson Anderson, Bachelor of Science in International Business and Marketing
Hanni Faye Bisell, Bachelor of Science in International Business
Arille Diann Knight, Bachelor of Science in Marketing
Erik Brandon Osborne, Bachelor of Science in Business Administration

OUTSTANDING GRADUATE/UNDERGRADUATE STUDENT

The Bryan Outstanding Undergraduate Student and the Bryan Outstanding Graduate Student awards recognize graduating students who have enriched the school’s learning environment through their commitment to academic performance, professional and service activities, or support of other students.

Graduate Student

Eric Wannamaker Hardin, Master of Arts in Applied Economics
Timothy Maj, Master of Arts in Applied Economics
Irene Valerio Navarrete, Master of Arts in Applied Economics

Undergraduate Students

Ana Cristina Elliott, Bachelor of Science in Accounting
Luke Christopher Gillenwater, Bachelor of Science in Business Administration
Andrew Ray Holman, Bachelor of Science in Business Administration
David Vincent Howell, Bachelor of Science in Information Systems and Operations Management
Manqulta Richetta Levery, Bachelor of Science in Business Administration

ACADEMIC EXCELLENCE

Academic Excellence Medals are awarded to undergraduate students who are in the top five percent of their graduating class and have a 3.9 GPA in business coursework. To receive the Academic Excellence Medal, graduate students must maintain a cumulative GPA of 3.9.

Graduate Students

Scott Michael Dwyer, Master of Business Administration
Eric Wannamaker Hardin, Master of Arts in Applied Economics
Irene Valerio Navarrete, Master of Arts in Applied Economics
Ling Shi, Master of Science in Accounting

Undergraduate Students

Ana Cristina Elliott, Bachelor of Science in Accounting

Spring 2008

Fall 2007
A team of Bryan School marketing undergraduates (pictured on the cover) have gone above and beyond the classroom simply for the experience and challenge. Their reward was winning first place in the 2007 Chevrolet College Marketing Challenge. Besting many other teams from universities and colleges across the country is indeed a remarkable feat, but their story is even more amazing because they entered the competition independent of any UNCG course requirement.

The students on the team were Amanda Bull, Jonathan Halso, Douglas Groover, Peter Kirschner and Anthony Lambkin. They were led by Dr. Norwood McMillan of the Bryan School’s business administration department. The Bryan School Marketing Challenge invited students from across the country to develop an integrated marketing communications plan about Chevrolet’s fuel-efficient vehicles and advanced technologies targeted to adults 18-30. The UNCG team was one of five finalist teams flown to Detroit in the fall to present their marketing communications plans to judges from Chevrolet’s senior management and has also been hired full-time by Campbell-Ewald, Chevrolet’s primary ad agency.

“(The UNCG students) did an excellent job researching the target market and developed a thoughtful campaign based on their research,” said Molly Peck, Chevrolet divisional advertising manager. As the winning team, the students’ materials will become part of an integrated Chevrolet campaign. And in recognition of the team’s success, Chevrolet will make a scholarship donation to the university.

Since the Chevrolet Challenge, Lambkin has been interning with one of Chevrolet’s marketing firms and Haalo was hired full-time by Campbell-Ewald, Chevrolet’s primary ad agency. No, the students may not have received course credit for all their hours of hard work on this project, but the experience and professional recognition of their skills is immeasurable.

This is the first time Bryan School students have gone above and beyond the classroom to learn more about the ‘real world.’ Two students recently won the nationwide United States Navy’s Street Team program (read “Duo Honored by US Navy for Their Marketing Campaign” on page 12).

Experiencing the ‘Real World’

The goal in business is to create a win-win situation; businesses profit by selling customers something they want or need. At the Bryan School, win-win is the name of the consultancy game.

Students of all levels are gaining valuable experience – and providing a valuable service – in the form of intense consulting projects for regional businesses and nonprofit organizations. Each year, the Bryan School has about 45 student teams solve real-life business challenges for client organizations by identifying niche markets, revitalizing market strategies, improving bottom lines, and ultimately developing a confident vision of the future for themselves.

How it works

Dr. Nicholas C. Williamson teaches International Marketing, an undergraduate requirement for all marketing majors and those in business studies. Part of the curriculum requires students to team up and identify 10-12 companies whose products they want to market internationally and detail how they would do so. Williamson chooses three companies for each team to focus on and then the teams contact those companies to make their sales pitch. “One out of 15 teams will make a sale, but they all have to learn the subject matter and all about those companies before they even try,” Williamson said.

Dr. Llewellyn G. Brown’s Advanced Marketing Management course is also a requirement for undergraduate marketing majors. During the course, students develop a marketing plan for a new or existing business or organization, or for a new or existing product or service a client wants to offer. Brown solicits applications from area businesses and organizations interested in assistance. So far, he’s had 67 applications, all from businesses who heard about the project through his networking with area Chambers of Commerce and small business organizations.

Students in Brown’s class who are interested in music are enjoying working with the Eastern Music Festival and sports enthusiasts jumped to partner with the Winston-Salem Warthogs. Brown also uses active and retired local business volunteers as team mentors.

The teams

“Companies have come away from their experience knowing our students are as good as others from more high profile universities,” Buller said. His course’s client list already includes large corporations such as software company Red Hat Inc., Tyco Electronics and Valspar, a manufacturer of coatings and floorings. Community-oriented organizations such as the Women’s Resource Center of Alamance County and the Randolph County Small Business Center at Randolph Community College, also seek out assistance from Bryan School students.

In a recent feasibility study conducted for Red Hat, two MBA exchange students...
Duo Honored by US Navy for Their Marketing Campaign

Behind every successful marketing campaign is a team of dynamic players. And when that team consists of only two people, its success is even sweeter. Just ask Bryan School students Douglas Groover and Ronald Parson.

Last fall, the pair participated in the United States Navy’s Street Team program and was chosen the best team nationwide at creating a high-impact promotional campaign that communicated the benefits and opportunities the Navy offers.

This one-of-a-kind program, created and operated by the Navy and marketing education consultants EdVenture Partners, selects colleges and universities across the country to participate and then trains the teams of students from each campus to promote the Navy.

Groover and Parson were one of nine teams involved last year and it was the third time UNCG was selected to participate.

“We were chosen as the winners this time because they had the most comprehensive and successful campaign,” said Tyco controller Mark Butchko, account supervisor for EdVenture, said the UNCG men were chosen as the winners this time because they had the “most comprehensive and successful campaign.”

In the fall, the pair was invited to present their campaign to Admiral Joseph F. Kilkenny and his senior staff at Command, Navy Recruiting Command (CNRC) and to representatives of advertising/marketing company Campbell-Ewald in Detroit, Tenn. Kilkenny then presented both students with a Navy Recruiting Command Navy Coin for their effort in spreading the word about the Navy. This is a rare honor, Butchko explained, because civilians aren’t generally given military coins.

As part of the project, Groover and Parson developed and implemented marketing tactics that directly impacted student awareness of the Navy and reported on the on-campus activities of the Navy’s competitors. To do this, they built a network of campus relationships to maximize awareness of the Navy and determined strategic locations for Navy promotional materials throughout the campus and surrounding communities.

Before the project began, Groover and Parson were provided with training, information and resources, such as a $2,000 budget and pre-packaged campaign items, by Campbell-Ewald to carry out the project.

Neither student received any course credit for entering the competition; it wasn’t a requirement of any class. But this isn’t the first time Bryan School students have gone above and beyond the classroom to learn more about the ‘real world.’ Five students recently won first place in the 2007 Chevrolet College Marketing Challenge (read “Above and Beyond” on page 10).

The company was considering expanding an existing partnership between Campbell-Ewald and the Navy. The Bryan School students were hired as consultants to help the company determine whether it was feasible to expand the campaign that communicated the benefits and opportunities the Navy offers.

“The issue I was facing was I had had five years of sales declines in my stores and wanted a fresh set of eyes to examine the problem,” he said.

Students were tasked with learning the business and examining customer trends, attitudes and buying habits, and creating an action plan. The results?

“For the last two years, I have outsourced the entire system in sales and in 2007 I had a real sales increase for the year,” Hy said. “I think the student group gave us several good ideas especially in understanding what customers really want versus what we thought they wanted and how to better market the business locally.”

Freeway Foods managers who were part of this project were impressed with the professionalism and seriousness with which the students approached the project. “I have recommended the program to friends and have had two go through it as well,” said Fly.

And it’s precisely those types of referrals that lead Bryan School professors to new and exciting consulting partnerships with many other businesses and organizations throughout the Triad area, and will continue to do so.

The students

Balbirer’s MBA students are hand-picked for specific consulting projects according to project goals. Each student group includes a balance of skills and experience to allow the most well-rounded team possible. Some students have leadership or organizational skills, Bulbier said, and some are highly creative. Others are international students and bring a critical global perspective to a project.

Jessica Bays, a 2007 graduate of the Bryan School of Business and Economics, is currently Bryan School’s director of strategic and continuous improvement. “For the last two years, I have outpaced all of 2006. ‘The issue I was facing was I had had five years of sales declines in my stores and wanted a fresh set of eyes to examine the problem,’” he said.

Students gather, organize, interpret, analyze and use information to form strategic alternatives for customers.

Following that coup, Plastident-Locktech asked the students to conduct a half-day seminar for their top management on exporting and international marketing.

“The experiences can be so extraordinary for these students,” Williamson said. “They’re getting leading-edge experience in exporting, so they’re already ahead of the curve.”

Samuel Toro, director of the Office of Domestic Operations at the U.S. Department of Commerce, is currently Bryan School’s executive-in-residence for global education. He has an extensive career in international business within both the public and private sectors.

“I find remarkable value in what our students can do to assist local companies grow their international businesses,” he said. “This is especially true for the small to medium sized entrepreneurial companies where resources are spread very thin.”

“In order to succeed in today’s economy, businesses must have a global perspective,” Toro added. “Students, especially from varied and diverse backgrounds, can provide our companies with a different perspective that will allow our companies to better prosper in the global economy.”

The benefit to the students participating in these consulting courses is immense. It greatly increases their confidence in their professional abilities and showcases those abilities to the ‘real world.’

After their projects, some students are offered internship or directed studies with the companies they worked with. Some students are hired after graduation by those companies, and those in Brown’s course, sometimes are hired by their mentors.

Two students who worked on the Randolph County Small Business Center project ironically started their own business after graduation with help from contacts they made during the project.

“Students say flat out this was the most useful, valuable experience they’ve had in the program,” Bulbier said.

“UNCG students who have the opportunity to work with Triad companies are better prepared to enter the workforce after graduation and can set themselves apart from others who have not worked with a business,” said Tony.

“The main thing these students learn during the internship is how much they really know,” Brown said.

“Now that’s being prepared for the ‘real world.’”

If you would like more information about any of the consulting projects, please contact Tom May at (336) 256-0211 or DTMay@uncg.edu.

from Taiwan were placed on the assignment. The company was considering expanding its relationship with台湾, which Bulbier said it valued the students’ experience and translation abilities.

For Tyco, working with MBA students has been so positive that it has brought about repeat business for the Bryan School. Last year’s logistics project and currently a new project concentrating on competitive pricing and profit improvement.

“The students ask probing questions, grasp information quickly and have shown great enthusiasm,” said Tyco controller Mark Baker. “Their proposal identified segments in the supply chain to improve and change. As a result, we’ve experienced reduced logistical costs in our Mexico operations. Their professionalism speaks highly of the Bryan School students not only grasped this reality, but supported it with enthusiasm. I have no doubt that these students will be a valuable asset to any organization they serve in the future.”

Bryan School’s consultancies often give small businesses renewed hope for their future success. “It’s very hard sometimes to step back and see the big picture when you are so far down in the trenches you can’t see the light of day,” said Debbie Stikeleather, owner of the Iron Goat Vineyards near Mebane.

“As a fairly new business, still struggling in a very capital intensive wine world, I did not have the time or resources to hire a consultant,” she said. “This is where the Bryan School shines so brightly.”

Stikeleather gave the students full access to all her financial, production and marketing information so they could become familiar with her business. They, in turn, offered her advice and a plan to help her achieve her goals in the next few years. “I use the information they presented to me as a road map for building my business,” she said. “It was a pleasure to work with these dedicated young people who could go on to make their own mark in the business world.”


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If you would like more information about any of the consulting projects, please contact Tom May at (336) 256-0211 or DTMay@uncg.edu.
Recruiting Out of the Box

Employees of JP Morgan Chase & Company, a prestigious international financial services company, are thinking outside the box when it comes to recruiting new employees. As it happens, the employees are three UNCG alumni, Terance Takyi, Brian Moore and Matt Flamer. The trio proposed a plan to the company about returning to their alma mater to share their experiences at JP Morgan and encourage students to consider JP Morgan for employment. The company gave them the green light.

In February, the men spent the day at UNCG where they urged Bryan School students to “think big” when it comes to setting their career goals and to broaden their horizons beyond North Carolina. This was the second time the JP Morgan employees recruited at UNCG; in the fall it was for full-time positions.

“We’re doing out of the box recruiting,” said Flamer who graduated from UNCG in 2006 with a BS in business administration and human resources. “It’s about getting our name in front of our students and letting them know that we are thinking outside the box.”

In the classroom, Flamer and Takyi credit Dr. Kwasi Amoako-Gyampah’s supply chain management class with helping them understand the flow of goods and services. Working shoulder-to-shoulder with graduates of Ivy League business schools doesn’t faze Moore, who says UNCG graduates can more than hold their own at JP Morgan. “We stack up against the best.”

In addition to eyeing employees for high-level positions, the JP Morgan team also serves as chair of the UNCG Corporate Relations Committee. It’s a place too long you forget that there’s a world out there.”

And it sometimes behooves students to look for jobs outside of their backyard. “I was raised in Fayetteville,” says Moore, “who now works in Brooklyn. “I was reluctant to move away. When you live in a place too long you forget that there’s a world out there.”

As part of JP Morgan’s on-campus recruiting strategy, the three men held a resume workshop to address how to market yourself and get an employer’s attention, conducted an information session about transitioning from college to corporate life, participated in Fall Career Day, and posted opportunities on SpartanCareers, UNCG’s online job and internship posting system.

Breaking into the hyper-competitive world of financial services takes hard work and a solid and forward-looking education in business. Flamer and Takyi credit Dr. Kwasi Amoako-Gyampah’s supply chain management class with helping them understand the flow of goods and services.

Working shoulder-to-shoulder with graduates of Ivy League business schools doesn’t faze Moore, who says UNCG graduates can more than hold their own at JP Morgan. “We stack up against the absolute best,” he added. “You can compete against top schools. It’s what you do on the job that counts. JP Morgan looks at performance.”

With five new alumni hired by JP Morgan in the fall of 2007, the university’s link with the company is growing stronger. “The more the better.” said Moore, “the more relevant UNCG becomes and the more students will care.”

When The Business Journal announced this year’s 40 Leaders Under Forty award winners, the Bryan School was well represented. Not only was the school the presenting sponsor of the popular awards ceremony, but three alumni and a department advisory board member were chosen as winners from a record number of entries. They are:

Robert Buck, BS in 1992 and MBA in 1998, is president of Liberty Hardware in Winston-Salem.
Laurie D. Williams, BS in 1995, is CPA in charge and manager of Davenport, Marvin, Joyce & Co., LLP’s Burlington office.
Kevin C. McCoy, BS in 2003, is vice president of South Atlantic Lumber Inc. in Greensboro.

Bryan School of Business and Economics

Jordan C. Brown

The winners were announced at a special reception and ceremony held at Bryan School Dean James K. Weeks presented awards to each recipient.
Bryan Biz

The Barron’s Challenge, a simulated stock market trading game well played for a student who entered to learn how to invest her own money and made a profit during the course of the four-month competition. Copeland, who is president of Valdosta State University, said the requirements for the town manager job are exactly what he has to do as an alderman and as mayor: “work well with people; with the town staff; and with the Board of Aldermen. I’ve done that.”

Travis Sider recently took over as chief financial officer of Premier Commercial Bank in Greensboro. He left Boone on August 7 from Wake Forest University in Winston-Salem, NC. Susan Allen ’05 is the owner of Signs by Tomorrow in Greensboro.

John Scheitch ’08 MBA is project manager with BT Micro Devices in Greenbrae. Olga Igresova Myasnikova Oganesov ’06 MS is a staff accountant with Bernard Robinson & Company LLP in Greensboro. Amanda Yates ’06 is a consultant with The Crito Group in Clemmons, NC. Vishal Mitha ’07 PhD is assistant professor of biostatics and computational biology at the University of North Carolina at Chapel Hill. Praveen Pinjani ’07 PhD is assistant professor of computer science and mathematical methods at the University of Texas at Austin.

Earlier this year, alumnus Curtis Swisher, MBA in 1998, made a surprising career change. He resigned as mayor of Kernersville, NC, to enter the stock market. “I had held public office for more than 10 years before stepping down as mayor. He first served as town alderman beginning in 1997 and in January 2005, his fellow aldermen elected him mayor to replace Larry Brown, who had been elected to the General Assembly. Voters affirmed that decision during the following election and again last fall when Curtis ran for the top office unopposed.”

When the town manager’s spot became open following the resignation of the previous town manager, Swisher applied for the post and got it. In an interview with the News & Record in Greensboro, Swisher said the requirements for the town manager job are exactly what he has to do as an alderman and as mayor: “work well with people; with the town staff; and with the Board of Aldermen. I’ve done that.”

Swisher’s decision to enter the stock market was partly due to financial pressures. He was born and raised in Kernersville and is now bringing up his two sons there with his wife, Tina. He has been business manager for Swisher Properties and for the family-owned S&R Automotive, both in Kernersville.

Alumnus Switches Careers

Economics Major Adds Barron’s Win to Her Accomplishments

Senior economics major Lisa Copeland added another accomplishment to her life in March – she placed third in the Barron’s Challenge, a simulated stock market trading competition open to college students and professors across the country. More than 1,800 entrants participated in the semi-annual event sponsored by Barron’s Magazine publisher Dow Jones & Company. Entrants each start with $100,000 and then choose which stocks to buy, sell and trade during the course of the four-month competition. Copeland entered to learn how to invest her own money and because, “I enjoy watching the markets.” It was a game well played for a student who was not planning on majoring in economics when she enrolled at UNCG. “She credits my talking her into majoring in economics,” said Dr. Stuart D. Allen, professor and head of the economics department. He added that Copeland recently applied to the economics MA program.

For Copeland, challenging herself to achieve new goals is nothing new. “Everything that I have ever done has been ground-breaking,” she said recently. “I have been a master auto mechanic for the last 25 years. I incorporated and started my own company; I took and passed the test to get a general contractors license.”

And what about her success with the stock market compared to the other 1,879 or so participants? “I think I’m more pessimistic than they are.”

Dr. Bud Miles, professor of business administration, was recognized in February by the Board of Directors of the Naasuan Center for Entrepreneurship for his long-standing service to its Board of Directors.

As a part of the center’s 20th anniversary celebration, Miles provided a reflection to entrepreneurs and his participation in the creation and development of the Center. He has served on the board since its inception through 2007. "Lynn has done an outstanding job in her role with the journal," said Brown. “Once the editor accepts a case, Lynn works with the author and our publisher to manage the publication process. Everyone with whom Lynn has worked has complimented the quality of her work.”

Also, the delegates at the recent Beta Gamma Sigma Biennial Convention elected Weeks to a two- year term as secretary-treasurer of the Board of Governors. Weeks also served on the board for the last three years. Only schools of business that have earned accreditation by AACSB International can have a chapter of Beta Gamma Sigma.

Dr. Kenneth Snowden, chairman of economics, is receiving national attention for his research and 1987 article documenting mortgage foreclosure rates during the Great Depression as the current mortgage crisis worsens. Snowden was recently interviewed by journalist Robert J. Samuelson for an article in The Washington Post titled “How Not to Save Housing.”

Snowden’s work was also cited by Chair of the Federal Reserve Board Ben Bernanke in a speech delivered at an annual symposium sponsored by the Federal Reserve Bank of Kansas City and held in Wyoming last August. The economic professor’s work revealed that there were regional disparities in mortgage rates borrowing costs in four percentage points prior to World War II.

Faculty and Staff News

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Students First Campaign Surpasses Goal

As of the end of April, the Bryan School’s Students First Campaign hit $11.9 million – topping its initial goal by $1.9 million – with more than a year of the campaign still to go.

This remarkable success is already making a difference on campus through additional scholarships, enhanced academic programs and increased opportunities for students and faculty. More than $5 million is earmarked for scholarship support for both undergraduate and graduate students.

Have you made your contribution yet? To learn more or to make a gift, visit www.donate.uncg.edu.

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- Joan L. Altemeier ’94
- Mawu Awaquah
- Loretta Parrish Adams ’87
- Denise Absher ’84
- Mildred Lowrey Abernathy ’51
- Kwasi Amoako-Gyampah
- Alumnus and Friends
- Loretta Parrish Adams ’87
- Denise Absher ’84
- Mildred Lowrey Abernathy ’51

Giving … From the Heart


Thanks to all donors for your generosity!

We have made every effort to ensure the accuracy of this listing of donors and apologize if your name has been misspelled, misplaced or omitted. For questions, or to report any errors, please contact BryanAlumni@uncg.edu or call (336) 344-5356.

Bryan Biz

Giving … From the Heart
The Impact of One | The Power of Many

Continuing the Legacy

Bill Black, chair of the UNC Gil Foundation, has founded scholarships across the UNC campus. One is particularly close to his heart; it’s the one he initiated in 1997 in his father’s honor, the J. Norman Black Scholarship.

“I wanted to honor my father, executive vice president and general manager of Ellis-Stone & Co., who died in 1950 at the age of 55,” Black said recently. “My goal is to make it possible for students in the years to come to take advantage of an outstanding opportunity to learn various aspects of business and make them future leaders in the business and corporate world.”

“I was especially interested in the adjacency the Bryan School places on business ethics,” Black said. “I saw many instances throughout our economy of activities that are not ethical or that are self-fulfilling, without regard to the example the executives may be setting for their employees, stockholders and general public.”

Norman Black began his career at Ellis-Stone as an advertising and display manager in 1926 and spent his career in progressively responsible positions. He was known for his energy, genial disposition, sense of humor and love of people. His knowledge of merchandising and keen appreciation for quality were instrumental in his success as an executive and in the success of his company.

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*Member of the Bryan School Business Advisory Board and in the current 2007 Class Gift Committee Challenge

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VF Corporation

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Helping Others Go Further

Mary Jane Knight graduated from The Woman’s College of North Carolina’s commercial program in business in 1947, 16 years before it became UNCG. The former degree program was a popular option for many students and involved one year of intense office management training.

“The one year program was all I could manage financially back then,” Knight said recently, adding that it served her well.

The program was hugely successful and most graduates, like Knight, were hired immediately after finishing the program, often without needing to prepare resumes or even going on interviews. For Knight, the training paved the way for a career that spanned more than 40 years and included employment at Burlington Industries, UNCG, Moore County Schools and the American Lung Association.

This year, Knight has contributed to a charitable gift annuity that will fund a UNCG scholarship in her name upon her death. She said she made these arrangements to “try to help young people who perhaps don’t have the means to further their education.”

“In this day and time, young people need as much education as they can get,” Knight said. “I want to help someone like myself who would like to go on to further their education.”

GIFT PLANNING

As a UNCG graduate, you have access to dedicated, knowledgeable gift planners who emphasize your personal vision. By integrating your personal retirement, tax and asset management strategies into your gift planning, we can help you create a unique and tailored gift plan that will prepare you – and a deserving student – for the future. For more information, contact Mary Ellen Boelhower, director of development, at (336) 334-5338 or me_boelhower@uncg.edu.