BRYAN ALUMNI ASSOCIATION DRIVES for the GREEN

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BRYAN BIZ
The Alumni Magazine of the UNCG Bryan School of Business and Economics
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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) 334-0338 or 1-877-237-0021 or BryanAlumni@uncg.edu

2008 - What a Year!

MESSAGE FROM THE DEAN

This has been quite an interesting year, one sure to be remembered for financial crises and political firsts. While the future economic story of North Carolina and our country has yet to be written, I feel confident that the financial state of The University of North Carolina at Greensboro will continue as strong as it is today. This is due in large part to the taxpayers of NC and the General Assembly, who continue to be true to public higher education, which in turn is a critical catalyst for the economic turnaround of our state needs.

Our university – and the Bryan School in particular – is financially strong also because of you, our alumni. Your contributions to the Bryan School Students First Campaign have helped us exceed our $10 million goal by nearly $3 million to date. Our focus for these funds is on scholarships, fellowships and faculty support.

I continue to be impressed by and proud of the success of each of you and how you contribute to your communities. Nearly 25 alumni work tirelessly together as the Bryan School Alumni Association Board to organize and sponsor annual events to benefit Bryan School student organizations, participate in UNCG Alumni Association and Career Services events, and visit our classrooms to talk with current students about the ‘real’ world.

Alumna Adrienne Ciesar Janelid has recently received the 2008 American Business Ethics Award and the 2007 Piedmont Business Ethics Award for her practical approach to putting ethics into action. Joy Munnis has been honored with UNCO’S 2008 Outstanding Young Alumni Award by the university’s Alumni Association. And alumna and UNCG lecturer Mavis Lockley has traversed the country teaching other faculty how to use a new computer program in their classrooms.

Meanwhile, our current students continue to reach new heights on campus as they prepare to join you in the global workforce. Students from Bryan School’s International Marketing course and MBA program are working on ways to grow our state’s wine industry. Students have spearheaded initiatives to promote the importance of ethics in business with an Ethics in Action plan. And, students are learning early how to be entrepreneurs by starting campus businesses while still undergraduates.

To guide our students, the Bryan School has brought nine new professionals on board this year, the largest and most talented group of faculty hired in my 30-plus years with the Bryan School. These people will share the stage with our seasoned faculty, who continue to make excellent names for themselves and our programs.

Dr. Joy Bhadury heads up a team of researchers from the Bryan School and from NC A&T State University to bolster the future of the wine industry in the state. Dr. Vidyanarayana Gargeya recently received an Award for Excellence in Teaching from the UNC Board of Governors. This is the second consecutive year a UNCG Bryan School professor has won this award. Last year, the honor was given to Dr. Kevin Lowe, who this year was inducted into the Business Strategy Game Online Hall of Fame. He is one of only 24 out of 2,900 online instructors to receive the honor.

Yes, Bryan School and UNCG are well positioned for the economic challenges and opportunities that face us in the coming years. We continue to align our mission statements and strategic directions with that of the UNC system and we continue to adjust our curriculum to meet the needs of the 21st century global economy. We’re focusing on entrepreneurship and healthcare administration and ways to serve the region with economic development programs and activities. You’ll hear more about these issues in the months to come.

While the stability of NC’s financial situation is a major challenge, we at the Bryan School continue to work diligently on behalf of the residents of this great state in providing the very best education possible. In doing so, we send out into the community the most talented our school has to offer to secure the financial future of us all.

Jim Weeks
Dean, Bryan School of Business and Economics
High Times for Lowe

This has been quite a year for Bryan School’s Kevin Lowe, professor of business administration.

First, he was selected by Dean Jim Weeks to head the department of business administration, replacing Steve Lucas who is now in phased retirement.

Then, he was selected for induction into the Business Strategy Game (BSG) Online Hall of Fame as a Master Professor. Lowe is one of only 24 out of 2,900 online instructors to receive this honor. He achieved Master Professor status by having one or more Grand Champion teams in the Best-Strategy Invitation for the May 2008 competition.

While these honors were sinking in, Lowe received word that he also had been honored with a Mover and Shaker Award from the Triad Business Leader Magazine. The annual awards are presented to up-and-coming business professionals who are making an impact in their industries and business communities.

“To work with bright and engaged colleagues and clients (students) is a privilege,” Lowe said recently. “The most rewarding part of my job is watching students get ‘switched on’ by ideas and to see their self-efficacy increase in the process.”

Lowe noted that the BSG recognition was the result of graduate students performing well in BSG’s decision-intensive, online strategy simulation against hundreds of other students worldwide. “The fact that my students have done so well in BSG is really a reflection of the Bryan MBA program doing so well for our students,” he said.

“It is professionally rewarding to me to have the opportunity to integrate what I do with the efforts of the many high-quality faculty at UNCG who have laid the foundation,” he added.

Leadership Skills at GITMA Conference

Leadership skills of Bryan School’s McDowell Research Center for Global Information Technology Management (MRC) were front and center recently while co-sponsoring the ninth annual Global Information Technology Management Association (GITMA) conference in June in Atlanta. MRC Director Dr. Prashant Palvia chaired the conference and was involved in all aspects of the event. He also conducted a panel proposal on “Worldwide Collaboration Opportunities with MRC,” which involved identifying collaborative research opportunities.

“The importance of globalization in business is greater than ever,” Palvia said. “Information technology continues to be a crucial enabler in bringing people and businesses together from all over the world. The GITMA conference stands out in its role for facilitating information exchange among IT and business professionals.”

This year’s conference featured IT topics such as the nature of global IT outsourcing and offshoring of systems and resources as well as culture differences and global economic commerce. Featured keynote speakers included Dr. Varun Grover of Clemson University and Dan Rosman and Robert McDowell of Microsoft Corporation.

As cliché as it sounds, studying abroad does expand your horizons, as two Bryan School students recently learned.

Twin sisters Ashley and Dillan Bono each spent a semester abroad last academic year and were so enamored by their adventures, they now share their experiences with others as Study Abroad Peer Ambassadors for the Bryan School.

“We still have a ways to go, but the potential for healthcare imaging and national incentives for patient information sharing.” Rice said at the conference. “In the US, we hope to see computerized physician order entry, document imaging and national incentives for patient information sharing. We’re trying to move toward the point where the individual owns their own healthcare record.

“We still have a ways to go, but the potential for healthcare improvements from IT is truly limitless,” Rice concluded.

The GITMA conference alternates between the United States and international locations. The 2009 event is scheduled for June 14-16 in Mexico City. For more information about the conference, contact Palvia at (336) 334-4818.

International Study Broadens Your Horizons

As cliché as it sounds, studying abroad does expand your horizons, as two Bryan School students recently learned.

Twin sisters Ashley and Dillan Bono each spent a semester abroad last academic year.

Last fall. “We are living in an ever-more decreasing world – any experience with what lies beyond our borders is a huge opportunity for any business student.”

Ashley is majoring in business administration with a minor in film and television studies and Dillan is majoring in economics and German. Both are expected to graduate in May 2009.

UNCG boasts the largest exchange program in the southeast by annually sending about 200 students abroad and receiving about 200 students from other countries. More than 40 countries worldwide participate, including South Africa, Turkey and China, all of which recently joined the program.

The Bryan School is a strong participant in the exchange program, often offering travel grants to its students. Faculty encourage students to choose a location where the native language is not English and they offer full-cycle advising for their students – before they leave, while abroad and when they return.

Learn more about the exchange program at uncg.edu/bae/studenten/studyabroad/partners.html.
New Internship Program Benefits All

Bryan School's newly established Economic Development Internship Program was officially and successfully kicked off this summer.

The program gives students a chance to apply their knowledge in contemporary business settings, helping to solve real-life problems for area companies and nonprofit organizations. Students gain valuable experience and directly contribute to the economic development of Greensboro, the Triad and the state.

Thanks to private gifts earmarked for the Bryan School, students participating in the internship program may be awarded Lincoln Financial Economic Development scholarships or fellowships while interning. Three Bryan students received full scholarships this summer. They were Abdoulise Sisioho and Xavier Routz, who worked at the Nussbaum Center for Entrepreneurship, and Ashley Hennings, who helped with the Charlie Poole Festival in Eden.

New business owner and architect Sherman Ata, who operates from the Nussbaum Center, recently benefited from the program. She said Sisioho provided her the advice she needed to organize and update her company’s finance and accounting records. “He gave me very clear and simple directions to maintain the setup he put together,” Ata said. “Without this help, I would not have had the chance to catch up with my finances and now, I can easily evaluate my firm’s performance with up-to-date financial data.”

Brady: Getting Acclimated to ‘One of the very best jobs in American higher education’

UNC President Erskine Bowles made Dr. Linda P. Brady an offer she couldn’t refuse. Brady remembers that when he called her months ago about her candidacy for Chancellor of The University of North Carolina in Greensboro, he said, “Linda, this is Erskine Bowles. I’d like to offer you a chance to come home.”

“How could anyone refuse that kind of offer?” Brady said.

A native of New York City, Brady’s career has taken her across the country to highly respected public, urban universities, as well as to Washington, D.C. In 2001, she joined North Carolina State University as dean of the College of Humanities and Social Sciences and professor of political science. She left NC in 2006 to become the chief academic and operating officer of the University of Oregon.

“You’ve honored me with this invitation to serve UNCG,” she said to the UNC Board of Governors upon accepting the position of chancellor. “This is one of the very best jobs in higher education. I am so grateful for this opportunity and humbled by the trust and confidence you have placed in me. I shall not let you down.”

Calling UNCG a “special place,” Brady says she’s drawn to its roots as a woman’s college - “a college that has undergone a major transformation to a top-tier co-educational institution serving a diverse student population” - and to its faculty who call themselves “teacher-scholars.”

“This is a place where teaching and research, learning and discovery are intertwined,” she said. Brady succeeds Dr. Patricia A. Sullivan, UNCG’s first woman chancellor, who retired this summer after almost 14 years in the post. After working with the Search Committee, which included Bryan School Dean Jim Weeks, Bowles recommended Brady to the UNC Board of Governors this summer.

“We knew Brady was one of the very best candidates for this position,” Weeks said. “Since arriving, she has proven she is the right person in the right place at the right time. I’m delighted she is our chancellor.”

“Education changed my life. It continues to change the lives of students at UNCG, and those enrolled in all our public institutions,” Brady said. “We must ensure these opportunities are available to future generations of North Carolinians. UNCG stands ready to do its part and to partner with other UNC institutions, community colleges and K-12 schools to ensure access, affordability and success.”

“My energy, passion, imagination and determination to the task,” she added.

Maurie Lockley

I n the summer of 2000, while reviewing a new textbook on recently released Microsoft Office program changes for an upcoming fall course, Maurie Lockley found many errors in the text versus what would happen on the computer screen as you keyed along with the instructions. She called the sales representative for the publishing company and “fumed.”

“I was pretty hot under the collar,” the Bryan School lecturer recalled.

A few days later, an editor from the publishing company called and asked her to edit the book and subsequently others. This led to other assignments from publishers during the next several years. Then, while working with the Beta version of Microsoft Office 2007 in preparation for another Bryan School course she was to teach, she realized the latest release included monumental changes from the previous version, and she again spoke up about the many issues she was discovering.

The publishing company working on the textbooks for these programs, Pearson Prentice Hall, asked Lockley to write the book on the program Access from cover to cover. Access 2007 changes were the most extreme of the Microsoft programs. She accepted the challenge and delved into the intricacies of the new version. Exploring Microsoft Office Access 2007 Comprehensive was born nearly two years later.

Lockley continued to teach her business computing classes while writing the book. In fact, it was in the classroom she realized the potential importance of textbook tutorials that appealed to a wider range of students. “Not all students who learn Microsoft Office are business students,” she noted. “Having a variety of case studies to work with keeps the tutorials interesting.”

So, she approached businesses asking for actual databases of information that would make the lessons in her book unique and capture the imaginations of its future users. One company she worked with was Replacements Ltd. in Greensboro, which sells replacement pieces for old and new dinnerware patterns. The company provided Lockley with inventory and sales records that reflected actual transactions. Customer and employee information was changed to ensure privacy.

Meanwhile, Lockley, who is also an alumna of UNCG, became the campus expert on Microsoft Office 2007. When Bryan School’s information technology division began developing workshops for faculty and staff on the program changes, they asked Lockley to be the instructor.

“I became the Help Desk of last resort,” she joked.

Actually, she said that working with her peers helped make her a better author and a stronger teacher. “I was seeing firsthand what real world users needed to know to operate these programs to their full advantage,” Lockley said.

Those workshops led to a national training tour. The textbook publisher also created a proprietary computer program - myITLab – to help professors better teach Microsoft and help students learn quicker. But Pearson Prentice Hall soon realized professors weren’t using the online program to its full advantage. The company used “faculty advocates” to travel to colleges and universities to teach faculty how to use

myITLab in their classrooms. Lockley was one of the first to be tapped for the program.

“I went to more states than I can name and taught hundreds of faculty about myITLab,” she said. “I still do webinars a couple of times a week.”

After 20 years of teaching at UNCG, the assignments with Pearson Prentice Hall have been a pleasant change of pace for Lockley and kept her in the forefront of Microsoft program developments. But, they also created a personal dilemma for her. “I’m morally and ethically opposed to students being required to buy a textbook for a class that the teacher wrote,” she said. “But mine is the very best on the subject.”

To resolve the issue, Lockley turns over remnants from UNCG Bookstore sales of her textbook to the Bryan School’s scholarship fund.
Putting Ethics into Action

By Bryan School students recently spearheaded a student version of Beta Gamma Sigma’s Ethical Business Leadership Initiative and called it Ethics in Action.

Both the student and professional societies’ initiatives involve promoting information and ideas about the importance of ethics in business. Ethics in Action accomplished this with tangible reminders of UNCG’s five values, a speaker series and coursework experiences.

The students then embarked on a marketing campaign to spread the word about responsibility, honesty, respect, fairness and trust — values which are part of the UNCG Student Code of Conduct. They developed and distributed a poster about the message and pens that also tout the five values.

The Ethics in Action speaker series kicked off with alumni Adrienne Cregar Jandler, president of Atlantic Webworks, which was the recipient of a 2008 American Business Ethics Award. Carolyn Woo, dean of the Mendoza College of Business at the University of Notre Dame, was the series’ second speaker.

Bryan School students also learn about ethics through courses such as Ethical Issues in Business and Ethics, Public Policy and Business, and the BB&T Program in Capitalism, Markets and Morality, which offers discussion and debate about capitalism and its moral implications.

Culture and Influences Affect ‘Doing What is Right’

Dishonesty is so prevalent right now in our society, that we’re living in a “cheating culture,” according to the recent speaker from the Bryan School’s Ethics in Action lecture series. Dr. Carolyn Woo, dean of the Mendoza College of Business at the University of Notre Dame, spoke at UNCG in September about the culture we live in and the importance of ethics. She also discussed the challenges of building ethical cultures within organizations. The event was co-sponsored by the Notre Dame Club of Central North Carolina and Beta Gamma Sigma.

Woo said ethics involve more than just knowing the difference between right and wrong — it involves doing what is right. As far as doing what is right, Woo claimed that culture and influences make a big difference. When firms have ethical cultures and environments, they generate more ethical employees.

“Dishonesty is so prevalent right now in our society,” according to the recent speaker from the Bryan School’s Ethics in Action lecture series.

As she reflected on the state of the industry and continued to add employees to her team, Jandler remembered a lesson she learned while a student at UNCG. “I remember taking the Legal Environment of Business class and reading about companies who had started with strong ethical standards, but whose growth outpaced the company’s training,” she said. “The common element seemed to be that ethical standards were communicated verbally, but not documented.”

She then formalized the ethical business standards that are incorporated into all aspects of Atlantic Webworks today, from customer service to employee relations.

“Adrienne is one of the very few people that I can say has redefined the meaning of ethics,” wrote Kathy Bowman Atkins in a letter of reference to the ethics award committee. Atkins, also a UNCG alumna, is president of The Latitude Group.
Grant Awarded to Train Supply Chain Managers

Dr. Kwasi AmaoA-Gyampah, head of Bryan School’s Department of Information Systems and Operations Management, has received a grant to develop an academic program to train managers and executives in the field of supply chain, logistics and transportation management (SCLTM).

The $76,479, one-year grant, was awarded by the Piedmont Triad Partnership under its Transformation and Innovation Grant Programs.

The grant will fund student recruitment and development of a new program at the Bryan School aimed at training managers and executives from non-SCLTM fields who have been laid off or who are at risk of being laid off.

“The worry is that supply chain and logistics managers are retiring without senior-level managers to take their place,” said AmaoA-Gyampah. “Developing a professional program to train managers in the field of SCLTM will help fill a need in the Piedmont as it transitions into the new economy.”

The first students are expected to enroll for the 2009 fall semester. Executives from Triad companies such as Epes Transport, Liberty Hardware, Syngenta, Tyco Electronics and Volvo Parts North America will serve as program mentors.

For more information, contact AmaoA-Gyampah at kwasi_amaoa@uncg.edu.

Bryan School Students Being Heard

Thanks to the Student Advisory Council (SAC) and Graduate Student Advisory Committee (GSAC), Bryan School students’ opinions are routinely heard and addressed.

SAC, which serves as an official sounding board for Bryan School Dean, Jim Weeks, this year implemented a new application process which allowed students from throughout the Bryan School to apply to become a member. There are now 22 students participating in SAC, the largest number since the board’s inception more than 10 years ago.

Also new this year is SAC’s Bryan School Student Newsletter, which covers business and global economy issues, provides updates on school issues and creates a closer community, said SAC President Skylar Chennick.

Weeks routinely receives input and feedback from SAC on Bryan School policies, procedures and practices. The group is also responsible for organizing an annual volunteer event to promote giving within the school and overseeing the Class Gift Committee, which raises donations from Bryan students to provide a gift for future students. Past gifts include courtyard picnic tables, the benches and insignia in the Bryan Auditorium and the Beta Gamma Sigma Key in front of the Bryan Building. GSAC operates on a similar basis. The committee is comprised of one representative from each of the Bryan School’s six graduate programs: MA in economics, MS in information technology management, MS in accounting, MBA (part-time and full-time programs), PhD in economics and PhD in information systems. Students are nominated to serve by the directors of these programs.

The group discusses issues and concerns relevant to Bryan School graduate students and serves as a sounding board for ideas requiring student feedback. Last year, input from GSAC was critical in developing a food and drink policy for classrooms in the Bryan Building, said the group’s faculty advisor Dr. Joy Bhadury.

NC Wine Industry Gets Boost From Bryan School

Cheers to North Carolina wines! Wines produced here contributed $317 million in state revenues in 2005 alone. That equates to 5,700 wine industry-related jobs with total wages estimated at $67.9 million. The total economic impact on NC that year was estimated to be $813 million.

Recognizing the value of the beverage and the tasty grapes from which it’s made, a team of researchers from the Bryan school and the College of Agriculture and Life Sciences created a collaborative alliance for muscadine grape projects.

Teams of students from Bryan school’s international marketing and management programs are helping develop the organizational plan for the center. Meanwhile, the Bryan School is working with Surry Community College on the creation of a multi-million dollar NC Center for Viticulture and Enology to be located at that college. Bryan MBA students are helping develop the organizational plan for the center and Bryan School’s Center for Business and Economics Research will conduct an economic impact assessment study for the center.

“One of the state economy transitions from the past to the future, our success as a state will be determined in large measure by that of the new and emergent sectors in the economic landscape,” said Bhadury. “We believe that the wine industry will be one of them. We are proud to say that the Bryan School faculty and students are working to aid this economic transformation.”

Meet Bryan School’s MBA Board of Advisors

The Bryan School recently established an MBA Board of Advisors comprised of 21 members from the business and academic community, including six Bryan School alumni.

The board, which met for the first time on Oct. 7, was established to provide a sounding board and to offer advice on curriculum, projects and external activities that will enhance the Bryan MBA program. Members of the board will assist in building networks for enhancing career opportunities for Bryan MBA students and alumni.

Board members, including alumni (noted by year and degree), are:

Mark Baker ’78 BS, controller, Automotive-Americas North Global Automotive Division, Tyco Electronics in Winston-Salem, NC
Preston Bergen, senior vice president, BB&T Corporation in Winston-Salem, NC
Joseph Brower, managing director, Cary Street Partners in Greensboro
Katharine Brower, president, The Education Center Inc. in Greensboro
Robert Buck ’98 MBA, president, Liberty Hardware Manufacturing Corporation in Winston-Salem, NC
Noel Burt, senior vice president of human resources, Moses Cone Health System in Greensboro
Jan Capps, president, Moses Cone-Wasley Long Community Health Foundation in Greensboro
Paul Dascoll, chief financial officer, I.F. Jeanswear Limited Partnership in Greensboro
Balaam Elliott III ’88 BS, Atlanta, Ga.
Robert Harris, senior vice president and general manager, Zink Imaging Inc. in Whitsett, NC
Herbert Hugill, CEO, Qualicaps Group in Whitsett, NC
Gengiz Nazim, president, EPES Logistics Services Inc. in Greensboro
Dianne Neal ’88 MBA, chief financial officer (retired), Reynolds American Inc. in Winston-Salem, NC
Greg Peela ’98 MBA, vice president of operations, Skanska USA Building Inc. in Durham, NC
Dirk Querter, vice president, Parts Supply Chain Management, Volvo Parts North America in Greensboro
John Riley, North American supply chain lead, Syngenta Crop Protection Inc. in Greensboro
Bob Tusky, senior vice president of human resources, AIG United Guaranty in Greensboro
Thomas Wayne ’88 BS, senior vice president and chief financial officer, Bank of Oak Ridge in Oak Ridge, NC

SAC members meet
There was a time when a handful of volunteers constituted the Bryan School Alumni Association Board and projects tackled were on a small scale. Those days are past.

Today it’s a new board (see a list of members on pages 12-13).

“Every time we get together, I’m amazed at the energy and excitement this core group of people exhibit,” said Jeff Walters, the board’s president. “I’m proud to serve in this position, giving back to those faculty and administrators who were there when I went through the program and adding value to the programs and degrees that current students are working so hard to complete.”

In their first year together, board members increased participation in the annual Bryan School Alumni Association Golf tournament (held in September) to a full force of 144 players. Sponsorships increased from $250 to nearly $7,000 (see list of tournament sponsors on page 13) and proceeds to benefit student organizations quadrupled to nearly $4,500 compared to the 2007 tournament.

Two weeks later, the association sponsored a stylish alumni reception during UNC’s FallFest, which featured entertainment by a classical guitarist and a tasting of North Carolina wines. Alumni even learned a few things during the reception, such as how Bryan School students are participating in projects aimed at growing the state’s wine industry. (See NC Wine Industry Gets Boost From Bryan School on page 8.)

“The success of these two events is a direct result of the commitment and dedication these alumni have for their school and sets the bar for more programs to come,” said Mary Ellen Boelhower, Bryan School’s director of development. “Bringing
Bryan School alumni are treated to a tasting of North Carolina wines during a FallFest reception at the Bryan Building.

Bryan School alumni also received good news during FallFest: One of their own was honored with UNCG’s 2008 Outstanding Young Alumni Award by the university’s Alumni Association. The award, given to UNCG alumni 40 and under, was presented to Joy Munns, CPA, senior auditor of finance at Haneybrands Inc.

Munns is president-elect of the Bryan School Alumni Association. She was the youngest alumni ever to serve on the school’s Accounting Advisory Board. She is also president-elect of the Piedmont Chapter of the North Carolina Association of CPAs and currently serves as an ambassador for the Greensboro Chamber of Commerce.

A 2002 magna cum laude graduate in accounting and finance, Munns received an MS degree in accounting and finance in 2004.

ALUMNI ASSOCIATION

GET CONNECTED with former classmates to network, catch up on each other’s lives and reminisce.

GET INVOLVED with the Bryan School Alumni Association to help plan and sponsor memorable events.

GET INSPIRED by visiting current Bryan School classrooms to share your ‘real’ world experiences.

GIVE BACK to the school that gave you so much and continues to give to others every day.

For information on the Bryan School Alumni Association: E-mail BryanAlumni@uncg.edu
Call 336.334.5338 or Go online to www.bryanschool.edu

As a Bryan School alum, you are already a member of the Bryan School Alumni Association — there is no membership fee.

2008-09 Bryan School Alumni Association Board

OFFICERS
President - Jeff Walters ’03 MSA is treasury analyst for Volvo Financial Services in Greensboro
Vice President - Keith Aycue ’91, ’93 MBA is director of marketing and development for Carolina Fibre Corp. in Greensboro
President-Elect - Joy Munns ’02, ’04 MSA is senior auditor of finance for Haneybrands Inc. in Winston-Salem, NC
Secretary - Amanda Gidley ’03, ’05 MSA is senior accountant for Davenport, Marvin, Joyce & Co. in Greensboro
Treasurer - Dewayne Southern ’95, ’96 MSA is senior manager for Grant Thornton in Greensboro

BOARD MEMBERS
Matthew Bomann ’03 is a data analyst for AIG United Guaranty in Greensboro
Canadice Bresse ’03 is staff accountant for Integrity Rehab Group in Birmingham, Ala.
Jay Easley ’93 is first vice president for SunTrust Bank in Greensboro
Heather Essic ’02, ’04 MSA is accounting manager for Sunrise Technologies in Winston-Salem, NC
Richard Garraputa ’99 is vice president of sales and marketing for brij in Greensboro
Tom Haus ’95 is the controller for SilkRoad Technology in Winston-Salem, NC

David Lee ’03 MBA is assistant vice president of BB&T in Winston-Salem, NC
Jim Milmaness ’89, ’92 MA, ’97 MBA is a lecturer at the Bryan School
Kevin Osborne ’03 is director of institutional research at Auburn University in Montgomery, Ala.
Michael Spohn ’81 is chief financial officer for Old North State Trust in High Point, NC
Tyler Crocker ’90 is senior vice president of Craft Insurance Center in Greensboro
LeMar Shore ’04 is a programmer/analyst for First Citizens Bank

Lisa Stutts ’91 is tax/trust manager for Piedmont Trust Co.
Laura Cicerone Busse ’07 is a tax associate for The Business Journal
Alicia Fields-Minkins ’86 is executive of Speed’s Staffing Service
Jessica Bays ’05, ’07 MBA is operations manager for Team Connection Inc.
Mark Stillwell ’96 MS is a tax and estate specialist with Smith Leonard Accountants & Consultants in High Point, NC
Realyn Moore ’04 MBA is the marketing information manager for Syngenta in Greensboro

Strength in Leadership
Levin Honored with Distinguished Alumni Award

B ecky Ruhmann Levin remembers feeling “on top of the world” one spring morning in 1979 while walking down College Avenue. She was doing well in her Bryan School classes and was newly married. She felt very supported by everyone and everything in her life.

“In this diverse, vibrant, blooming business school on this day in which I found my entrepreneurial instincts and myself,” Levin said.

From that point on, her life and career blossomed, and this spring she was presented with the 2008 Distinguished Alumni Award by the Bryan School. The award is given annually to an alumnus of any business program at UNCG who achieves success in business and who has made significant contributions to their profession and to the business community.

Being given this award, Levin said, was “unexpected and incredibly heartfelt.”

“UNCG offered me the best educational experience of my lifetime,” said Levin. “What I learned at the Bryan School, I use every day.”

What Levin remembers most about her years at UNCG are the comfortable class sizes, the diversity of people she met, the confidence that was instilled in her and the fun she had learning.

Levin is founder, chair and CEO of Levin & Company Inc., an international executive search firm focusing on biotechnology and the life sciences. She graduated magna cum laude in 1979, earning a BS degree in business administration.

Two years later, she launched her career in executive recruitment and founded her own executive search firm only six years after graduation.

“The school instilled some wonderful values in my life, such as diversity, that have clearly shaped my business goals and objectives,” she said. “This alumni honor has prompted me to look back on those days only to be inspired all over again.”

Levin & Company is a multimillion dollar enterprise with offices in Boston, San Francisco, Los Angeles, Philadelphia and London. From its inception, the company has supported the emerging leadership needs of the biotechnology industry and in the mid-1990s, services expanded to address diversity in board governance.

Levin has served as a board member of the UNCG Board of Visitors, the Systems Biology Council at Harvard Medical School, the Schwarts Center for Compassionate Care and the Newport International Film Festival. In addition, she is the co-founder of Favone Images, a company that markets her digital artwork. A portion of Favone’s proceeds go to national and international charities.

“UNCG offered me the best educational experience of my lifetime, what I learned at the Bryan School, I use every day.”

— BECKY RUHMANN LEVIN, ’79
GIVING: IT’S A FAMILY AFFAIR

Donors have many reasons for helping students, such as to honor a loved one, to provide opportunities for those less fortunate or simply to give back to an institution that played a vital role in shaping their lives.

Cynthia Fowler Barnes ’61 was the third of three sisters to graduate from UNCG. A fourth sister graduated from UNC Chapel Hill. In recognition of her upcoming 50th class reunion, Barnes made a $75,000 gift establishing scholarships in honor of each of her three sisters. (Read more below.)

Doris Batchelor Meritt ’48 was fortunate to travel the world with her husband. During their trips, she gained a deep appreciation for other cultures and recognized the value of travel in shaping attitudes towards others at home. Her gift of $500,000 will help students spend a semester abroad at institutions across the globe. (Read more below.)

These are just two examples of donors who are making a difference for UNCG. Since the start of the Students First Campaign, more than 40 scholarships have been established and earmarked for Bryan School students who have the ability to succeed and become our business leaders of the future.

As of the end of October, the Bryan School’s Students First Campaign topped $12.8 million, with new gifts earmarked for student scholarships and international education. The campaign will conclude on June 30, 2009, resulting in unprecedented support for UNCG students now and into the future.

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

Cynthia Fowler Barnes ’61

Cynthia Fowler Barnes comes from a family with strong ties to education and to UNCG, so it comes as no surprise that she chose to honor those ties with a gift to the Students First Campaign. The youngest of four girls in her family, Cynthia followed two of her sisters from UNCG: Martha Fowler McHarry ’49 and Ann Fowler Jones ’51, both graduates in business education when UNCG was known as The Woman’s College. Her third sister, Frances Fowler Stanton, graduated in nursing from UNC Chapel Hill.

“All of my sisters excelled in their chosen fields of study, enjoyed campus life, and had many friendships,” Cynthia said. “Their career paths were outstanding and they have excelled in both community involvement and parental guidance. Also, being the youngest of four sisters, they have been excellent mentors to me.”

Cynthia serves on the planning committee for her upcoming 50th reunion and wanted to make a gift that would commemorate the occasion and make a difference for students. Her gift, made in honor of her three sisters, resulted in two named scholarships in the Bryan School and one in the School of Nursing.

A fourth scholarship has now been established in Cynthia’s name by her sister, Martha McNair. “It has bothered me that Cynthia left herself out when she made her gift,” Martha explained. “She has great respect for the business school and it is only fitting that there be a scholarship in her name, too.”

Doris Batchelor Meritt ’48

Doris Batchelor Meritt has a long history with the institution now called UNCG. Her mother, Besse Ward Batchelor, entered the school in 1932, when the institution was known as the State Normal and Industrial College, then only in its 11th year of operation. Doris and her older sisters later followed in their mother’s educational footsteps, experiencing UNCG’s evolving history. Delia Batchelor graduated in 1938 and Ethel Kerns Batchelor in 1939 when the institution was known as the North Carolina College for Women. Doris, the youngest in the family, graduated in 1948 with a B.S in secretarial administration when the school was known as The Woman’s College.

Doris’s husband, physician Joseph “Jay” Meritt, had a love for travel, which quickly spread to Doris. The couple spent their free time traveling and enjoyed excursions in all 50 states and across the globe. When asked what countries she has visited, Doris said, “It might be easier to think about what countries we didn’t visit.”

Doris’s travels gave her a deep respect for other cultures and other points of view and she realizes the importance of study abroad experiences to students today. “Nobody traveled abroad in the 1940s when I was a student,” she said.

Times have changed, just as the university has changed in the years since her mother graduated. Doris’s generous gift will make international study possible for many students in the future, broadening their worlds and opening their minds to other ways of thinking and living.

Rebecca Garland ’71 is executive director of the State Board of Education in Raleigh, NC.

David Thornton ’79 is an associate professor in the government, history and justice department at Campbell University in Buies Creek, NC.

Frederick McKenna Jr. ’80 is deputy director of Military Seaboard Fleet Support Command in Norfolk, Va.

Hall Maner ’93 MBA is president of M Systems International Inc. in Durham, NC.

Mark Johnson ’91 is senior vice president and commercial banking manager for the coastal region of NewBridge Bank in Wilmington, NC.

K. Scott Whitaker ’91 is president and creative director of Whitaker Ink Inc. In February, Whitaker was recognized as one of the 40 Leaders Under Forty at an awards ceremony sponsored by UNCG Bryan School of Business and Economics and The Business Journal.

Ronald Stanley Jr. ’92 is chief financial officer of Geneva Corporation in Greensboro.

Ashley Palmer ’90 is a business process auditor for Blue Cross Blue Shield in Chapel Hill, NC.

Olga Khoeva ’92 MA is a research economist at RTI International in Research Triangle Park, NC.

John Allard ’93 is chief operating officer of Keen Innovations in Greensboro.

Madhu Lakshmanan ’93 is a freelance consultant in Ann Arbor, MI.

Rayshaun Humphrey ’94 is an assistant buyer for CarMax in Sterling, Va.

George Jackson ’94 MBA is chief information officer and president of information services at Trulight Guaranty Insurance Corporation in Winston-Salem, NC.

Ryan Ramirez ’95 MBA is director of operational services and global IT coordination for VF Corporation in Greensboro.

Stefan S. Jaredznan ’95 has joined Bankers Life and Casualty in Greensboro.

Denisa S. Mith ’06 is a systems technician at the University of Houston in Houston, Tex.

Natasha Throne ’06 is a professional development program team leader with Lincoln Financial Group in Greensboro.

Matthew Foraz ’07 MBA is a financial advisor for Merrill Lynch in Charlotte, NC.

Tomika Jackson ’07 is an account manager for Procter and Gamble in Lowell, MA.

Arielle Knight ’07 is a non-perishable cost specialist with the Fresh Market Corporation in Greensboro.

Andrew Kreiberg ’07 is an account assistant for Rubin Postauer and Associates in Santa Monica, Calif.

Leslie McNeil ’07 MBA is a portfolio review officer for BB&T in Winston-Salem, NC.

Julie Price ’07 is a market specialist at Arch Chemicals Inc. in Smyrna, Ga.

Sherre Canny ’08 PhD in IS is an assistant professor (tenure-track) in the School of Business and Economics at NC A&T State University in Greensboro.

Jeremy Gutfleisch ’08 has joined Dixon Hughes in High Point, NC.

Shane Sudderth ’08 MBA is vice president of marketing with Medical Justice Services Inc. in Greensboro.

David L. Smith ’08 MSA has joined KPMG LLP in Greensboro.
Award Recipients Love Their Work

Recipients of Bryan School’s 2007-08 Teaching Excellence Awards share something other than this honor; they share the love of teaching.

Dr. Nir Kshetri, assistant professor of marketing, received the award for non-tenured faculty and Dr. William Harden, assistant professor of accounting, received it for tenured faculty.

“I love teaching at UNCG. The students are intellectually sharp and highly motivated to succeed,” Kshetri said. “The most exciting and rewarding part of my job is helping them succeed academically and personally, and reach their full potential.”

Harden agrees. “I have been very fortunate in terms of the quality of students I have been able to work with. They are typically first or second generation college students and have both a strong work ethic and a real appreciation for learning. This really makes the job an enjoyable experience.”

Kshetri, who said he was “deeply honored and flattered” by the teaching award, joined the Bryan School in 2003. Originally from Nepal, he holds graduate degrees in mathematics and economics and an MBA and a PhD in business administration from the University of Rhode Island.

Harden received a PhD in accounting and taxation from the University of Kentucky and joined the UNCG faculty in 1998. Announcement of the teaching award came as he finished his tenth year at UNCG. “It was the most pleasant anniversary surprise I could have received,” he said.

“I think that the award is really more of a reflection of the accounting and finance faculty in total than on me personally,” Harden added. “We are incredibly fortunate to have such a supportive environment for teaching.”

Community and University Support Cultivate Student ‘CEOs’

It’s not unusual for undergraduate students to hold down jobs while attending classes at UNCG, but it is rare for students to own and operate companies at the same time.

However, because of Joe Erba’s Campus Entrepreneurs course, being a company CEO while also a student is not out of the ordinary today.

The class, which debuted in the spring, is being conducted now for the second time and is open to undergraduates from any major or program. It challenges students to come up with ideas for campus-based businesses and then create a plan for their business, complete with market research, a proposed budget, marketing timeline and an exit strategy for how to liquidate the business whenever the time is right.

Students must also identify potential competitors and figure out pricing schemes, as well as develop financial reporting mechanisms.

“We’re trying to prove that you don’t have to be a student of business to start a business,” Erba said. “It takes passion to begin a commercial enterprise.”

At the end of the class, students can choose to enter their proposals into a competition to earn a license issued by UNCG to operate their business on campus. The course is the first of its kind in the UNC system, said Erba.

“This class is a virtually risk-free way for budding entrepreneurs to learn how to write a business plan, get a business up and running, and have the full support of the university,” he added. “It’s a win-win-win situation.”

Proposed business plans are presented to a group of experts, called the Business Plan Selection Committee (see list at left), who select which businesses should receive an official Campus Entrepreneur license. Students are also eligible to apply for micro loans established with an accounting student or faculty in direct competition with any time or sell it to another student or even to dissolve their business if they remain full-time UNCG students or can maintain their business for as long as they like.

Students receive a Campus Entrepreneur license after attending five months and submit semi-annual financial statements to Erba and the Business Plan Selection Committee. After a loan is repaid, students can begin to keep their profits. Those who don’t take out a loan, keep their profits from the beginning.

What about businesses that fail? That’s an important lesson for students to learn, Erba said. “Students learn that if one idea doesn’t work, then try another.”

If someone has the passion to succeed, they will. “We want students to have the chance to see their dream and turn it into a reality,” he said.
Welcome New Faculty

Canace Chowa Courtemanche Eryuruk Huang Reeves Sarala

Dr. Thomas Canace joins the Bryan School as a visiting assistant professor in accounting and finance. Canace’s research interests include earnings guidance, analysts forecasting and intangibles accounting. He earned a PhD in business administration from the University of South Carolina and an MBA from Duke University.

Dr. Charles Courtemanche joins the Bryan School as a visiting assistant professor in information systems and operations management. He comes to UNCG after instructing at Missouri Baptist University and the University of Missouri-St. Louis. Chowa’s research interests include information systems strategy and management of information systems. He earned a PhD in Business Administration from the University of Missouri-St. Louis.

Dr. Dayong Huang joins the Bryan School after instructing at Washington University and Southern Illinois University-Edwardsville. Courtemanche’s research interests include applied microeconomics, health economics and econometrics. He earned a PhD in economics from Washington University.

Ms. Gunce Eryuruk joins the Bryan School as a lecturer in economics. Eryuruk’s research interests include agricultural economics. She earned an MA in economics from NC State University and is currently a PhD candidate there with an expected graduation date of December 2008.

Dr. Terrie Reeves joins the Bryan School as an associate professor of health care administration for a proposed area of study of the same name. She comes to UNCG from the Lubar School of Business at the University of Wisconsin-Milwaukee, where she was an assistant professor. Her research interests include successful outcomes in health service organizations, as well as organizational belief and value systems.

Dr. Riikka Sarala joins the Bryan School as an assistant professor in business administration. Sarala’s research interests include management, organization and international business. She earned a PhD in economics from the Helsinki School of Economics.

When Douglas Taylor was named the recipient of the 2008 Bryan School Staff Excellence Award this spring, many kudos were bestowed upon him.

“Great work ethic and a ‘can do’ attitude,” “an abundance of high energy and efficiency,” and “a unique combination of skills and temperament,” were just a few.

Still, Taylor says, “I’m just doing my job...I simply do my job to the best of my abilities and try to treat everyone the way I would want to be treated.”

Taylor is a technical support analyst in the school’s information technology division.

“The Bryan School has looked out for me over the past decade so I feel the need to look out for it,” he said. “If this is perceived as ‘excellence,’ I accept it and I’m honored knowing that I was chosen by those who are not only fellow coworkers, but also the clients I serve.”

Each year, the Bryan School recognizes a current administrative employee who demonstrates excellence in leadership and professional standards, and furthers the mission of the school and UNCG. Nominations may include recommendations from faculty, staff, students and the community.
Gargeya Receives Excellence in Teaching Award

Bryan School’s Vidyaranya Gargeya recently received an Award for Excellence in Teaching from the Board of Governors of the multi-campus University of North Carolina.

Seventeen of the university system’s most outstanding faculty from an array of academic disciplines were honored in May with the award as well as a commemorative bronze medallion and a $7,500 cash prize. The recipients were nominated by special committees on their home campuses and then selected by the Board of Governors Committee on Personnel and Tenure.

This is the second consecutive year a Bryan School professor has won this award. Last year, the honor was given to Dr. Kevin Lowe.

Gargeya is the director of the MBA program and a professor of information systems and operation management. He said he was honored and “deeply humbled” by the award. “At the same time, it has rejuvenated my passion for teaching and serving the state of North Carolina.”

ALUMNI ASSOCIATION
GET CONNECTED with former classmates to network, catch up and reminisce.
GET INVOLVED with the Bryan School Alumni Association to help plan and sponsor memorable events.
GET INSPIRED by visiting current Bryan School classrooms to share your ‘real’ world experiences.
GIVE BACK to the school that gave you so much and continues to give to others every day.

Bryan School alumni are already members of the Bryan School Alumni Association — there is no membership fee! Go online to www.bryanschool.edu.