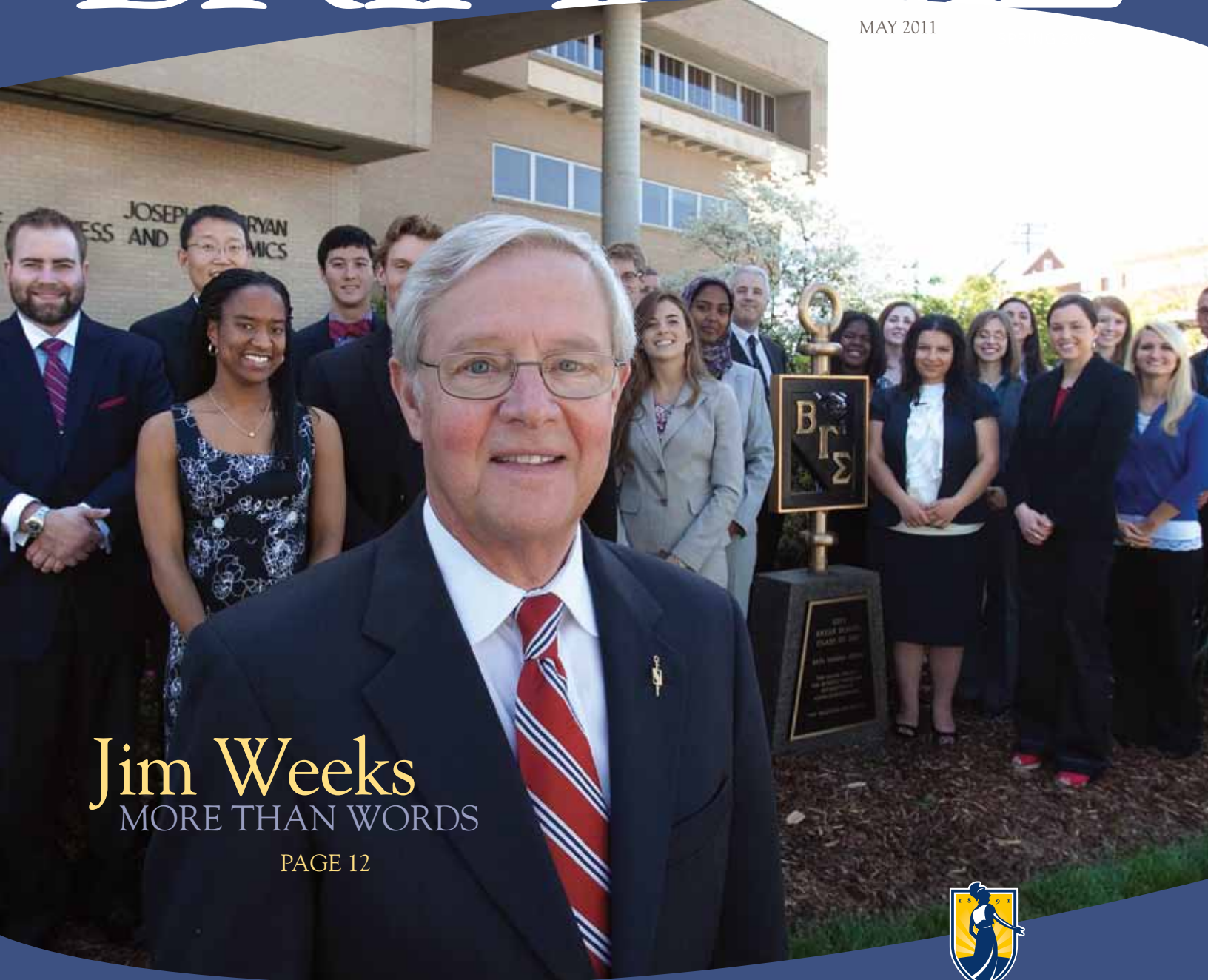


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# uncg BRYAN BIZ

MAY 2011



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MORE THAN WORDS

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**GREENSBORO**  
Bryan School of Business and Economics



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## BRYAN BIZ

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

Jim Weeks, *Dean*

Pam Cash, '90 MSBE, *Assistant Dean*

Debby Davis, *Editor*

Brittany Atkinson, '10 BS, *Editorial Assistant*

Lynn Hey, *Photographer*

Donna Wojek Gibbs, *Designer*

Pam Sparks, *Program Manager*

*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](mailto:BryanAlumni@uncg.edu)



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THE BEST BUSINESS SCHOOLS IN THE WORLD  
THE BEST ACCOUNTING PROGRAMS IN THE WORLD

### 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.

## We 'Got it Done' THANK YOU AND FAREWELL

**WHEN YOU RETIRE**, you are often asked what you wanted your legacy to be. Frankly, my goals were never about a legacy. Rather, what I have always cared about was leaving the Bryan School measurably and significantly better than it was when I became dean. And I believe that's what I have done, but not alone.

Every day I have worked in the Dean's Office, I have walked numerous times by Joseph Bryan's portrait and it reminds me of the high expectations he had for his namesake business school to which he lent his name and money. I remember him telling students: "To whom much is given, much is expected." Those words have always echoed in my mind, and so has his personal call to action: "Let's get it done."

Throughout the years, many others have worked with me to do just that, and to them, I want to say 'thank you.'

Thank you, **alumni**. Since being in the classroom, many of you have come back to campus to serve UNCG on various boards and associations, as executives-in-residence and as mentors to our students. And your financial support has been the bedrock of the Bryan School's success.

Thank you, also, to our other generous **donors** who continue to believe in our mission, in us in carrying out that mission, and in the future of the Bryan School.

Thank you to the most dedicated and hardest-working **team of faculty, administrators and staff** anyone could ask for. For years, many of you have made me look very good, especially

Senior Associate Dean **Don McCrickard**. He is also retiring this year after being my right and left hand from the beginning of our tenure in the Dean's Office almost 21 years ago.

And last, but certainly not least, thank you to my **family and loved ones** who tolerated, accepted, and supported my 24/7 passion for my work throughout my career, but especially while I served as dean.

Together, what we have all achieved is significant. Examples of our accomplishments include:

- Teaching, advising, and providing career and other services to prepare students to be successful in their personal and professional lives.
- Enhancement of the quality of the faculty and national recognition of the quality of their research.
- Expansion of global business in our curricula and co-curricula programming, especially study abroad.
- Greater and more effective University leadership and service provided by the Bryan School's faculty, staff and administrative leaders.
- Engagement with the business community and getting its support and assistance in improving our instructional and research programs for the economic development of the region.
- Enhanced engagement and support of our alumni.
- Dramatic improvement in our private financial capacity to invest in new ventures and support excellence in all we do.



- Greater pride in being associated with the Bryan School for alumni, students, faculty, staff and friends.

We have accomplished much. We have lived up to Mr. Bryan's high expectations. We got it done, but he and I would want you to raise your sights because there is much more you can do.

Thank you and farewell.

James K. Weeks  
Dean, Bryan School of Business and Economics

## Students Learn the Possibilities

The words 'conference' and 'forum' may cause some people's eyes to glaze over, but for Bryan School students, the words conjure up endless possibilities.

Fourteen students were lucky enough to be chosen to attend conferences and forums in the fall. Along with peers from a wide variety of campuses across the country, the UNCG students were encouraged to share ideas, network and learn.

"The process of getting away and being immersed at the National Center for Student Leaders (NCSL) Conference was refreshing, enlightening and inspiring," said MBA student Katelyn Chapman. She and undergrads Chara Garmon, Matt Puzio and Alex Sartore attended NCSL's leadership development conference in November in Orlando. The event features multiple keynote speakers, workshop sessions, interactive events and networking opportunities.

"It was refreshing because I could focus all my energy on learning and growing, and enlightening because I learned more about myself in those five days than in any class," said Chapman. "I learned what my definition of personal happiness is, what makes me tick, how to create a support system to achieve my goals, appropriate business etiquette for personal, professional and dining circumstances, how to identify and examine my personal bias, assumptions, prejudices and stereotypes. And I was inspired. As a graduate student in the last semester of my program, I'm excited for the rest of my life."

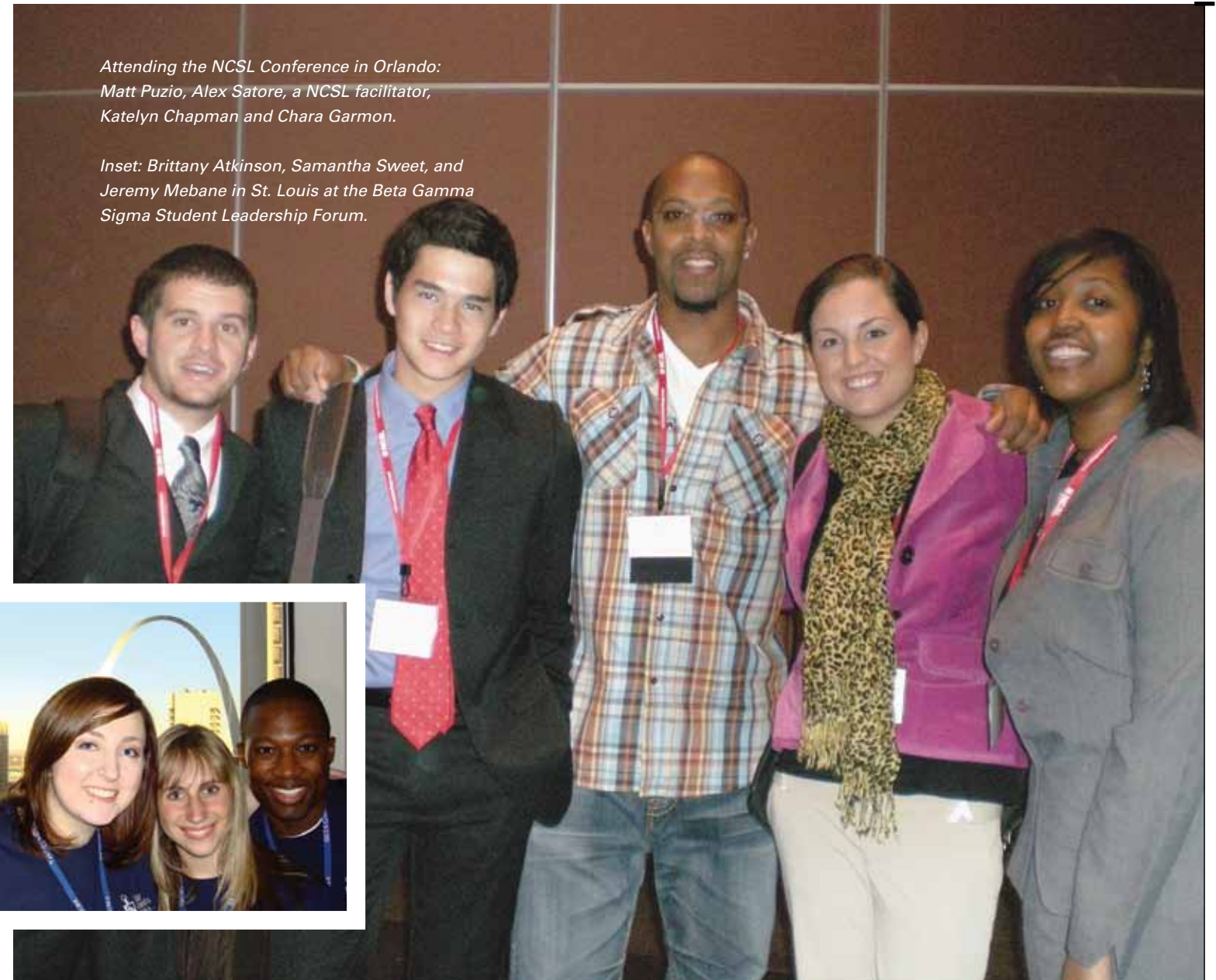
Students Samantha Sweet, Jeremy Mebane and Brittany Atkinson attended the Beta Gamma Sigma (BGS) Student Leadership Forum in November in St. Louis. A hands-on experience, the forum challenges participants to examine questions such as "What kind of leader will I be?" The event also features team-building exercises, social activities and networking.

Calling the opportunity to attend the forum "an amazing opportunity," Atkinson said it helped her learn more about her personal traits and "how to play off of my strengths and weaknesses to become a more effective leader."

The forum's motivational speaker helped students develop a personal plan for life and professional aspirations, and learn how to meet those goals.

"Being selected to attend the forum instilled great pride in me for the accomplishments of my school and myself," Atkinson said.

Attending November's Collegiate Entrepreneurs Organization (CEO) conference in Chicago were Brittany Jones, Ja'el Mosley, Christina Emerick, Raquel Dawkins, Karina Tan, Zack Gray and Dillon Tyler. The event features more than 80 entrepreneurs and business leaders who share their ideas and expertise with students on how they launched their businesses, lessons they learned along the way and where they are today.



Attending the NCSL Conference in Orlando: Matt Puzio, Alex Sartore, a NCSL facilitator, Katelyn Chapman and Chara Garmon.

Inset: Brittany Atkinson, Samantha Sweet, and Jeremy Mebane in St. Louis at the Beta Gamma Sigma Student Leadership Forum.

### Model UN Experience Sheds Light on Foreign Perceptions



Schronce at May graduation.

**PARTICIPANTS OF HARVARD UNIVERSITY'S** World Model United Nations (UN) Conference in Singapore learned many lessons this year.

Head delegate Andrea J. Schronce, who graduated from the Bryan School in May with two bachelor degrees, was assigned to represent Germany in the Conference on Women. Her task was to create practical solutions to the difficult global issues of female genital mutilation/cutting (FGM/C) and marital rape. In addition to delving into these subjects, she studied German foreign policy on development, women's health, and women's political and reproductive rights.

The result was that Schronce also learned "to appreciate and validate other political and cultural perspectives."

"More importantly, it made me curious about why others hold these perspectives and how I can find common ground," she said recently.

On behalf of Germany, Schronce presented at the conference the plan she created titled ROSE: Rights, Opportunity, Safety, Eliminating FGM/C. After four days of debate and resolution writing, the committee she was on adopted her plan in a final resolution.

For two months prior to the competition, Schronce – who was head delegate of the UNCG team – assisted the seven other students in preparing to represent their respective countries by studying foreign

and domestic policies, committee topics, and UN agencies, as well as sharpening their debate and public speaking skills.

"My preparation taught me about different ideas on women's rights and agencies, but I learned more from discussions with delegates from other countries," Schronce said. "I had the opportunity to learn not only about the countries that they were representing, but also about the policy of their home countries."

"Participating in this conference has taught me to think of myself as a global citizen, not just as an American," Schronce said. "I do not immediately assume that my perspective is correct, or even informed, but rather, I understand that an American viewpoint can be enriched by learning about other ideas and adopting a global mindset."

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Contact the Bryan School's Career Services and Internship Programs Office at 336-256-0390 or [debroadh@uncg.edu](mailto:debroadh@uncg.edu).

**YOU'LL BE GLAD  
YOU DID!**

## Living in the 'Real World'

Many students go to college hoping to be prepared for the "real world." Those who find their way to Bryan School's Advanced Marketing Management class don't just get to prepare for the real world, they get to live in it.

The class, led by associate professor Dr. Lew Brown, assigns students to area companies and organizations that need marketing help. Working together in groups for up to 10 weeks, students often dedicate 20-30 hours a week to the assignment. The projects become more than just a grade to the students; they become part of the students' lives.

THE NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS 2010 JOB OUTLOOK REPORTS THAT **76.6 PERCENT OF EMPLOYERS PREFER TO HIRE CANDIDATES WITH WORK EXPERIENCE** RELEVANT TO THE POSITION. BROWN'S PROJECTS GIVE STUDENTS THAT COMPETITIVE EDGE.



"I would think about it when I wasn't at school, then when I was at work, too. I started feeling like I worked for the company and had a vested interest in it and its success," said Stacy Martin, who graduated in December with a double major in economics and marketing. Her group was tasked with creating a marketing plan for a new line for Joseph Samuels Specialties, a furniture designer/manufacturer in High Point. "I really want to see the company succeed and know I may have had something to do with it. I cannot wait to see what happens because of my team's efforts."

And that's one of the goals of the class – to work with a real company in real situations. "This isn't a make-work project," said Brown. "Students have to apply everything they have learned in the Bryan School to help an organization. I hope they all learn a 'I can do this' mentality, how complicated business and marketing are, and how to work in a group to accomplish a goal."

Allowing students to put academic theory into real-world practice that benefits area businesses and the economy is a "true win-win situation," Brown said.

And like the real world, the students aren't told exactly what to do or how to do it during these projects. "They have to figure things out," Brown said. "They have help from me and from a Bryan Business Mentor who is assigned to each group, but they have to learn how to ask questions and use us."

"It's not our project; it's theirs," he added.

When initially developing a target market for the new furniture item, Martin said her group followed one of Brown's

rules: everything flows from the target. So, they came up with three target markets. "We tried to think like them; what was important to them, where they shop, what they like to do in their free time," she explained. "We even created Facebook profiles for them. After all that, we tried to think of what the next logical steps would be to build a new brand with very little money."

Martin said recently the project taught her "no matter how much you think you know, there's always something else to learn."

Brown has worked with more than 100 companies in the past several years, placing student teams in their midst for various projects. He gets leads on businesses that could benefit from his students' help from the NC Small Business and Technology Development Center and business acquaintances. And whenever possible, he matches the students with projects involving issues they have some knowledge about.

Andrea Taber, a marketing major who also graduated in December, had experience in social media marketing, so Brown said he assigned her to help develop a social media promotional strategy for the North American offices of Schneider Electric, an international electrical parts manufacturer.

"It's one thing to learn material and then regurgitate that information for an exam, and a completely different situation working with clients who expect real results," Taber said.

"I wanted to make the client happy, and I wanted our group, as a whole, to impress the company," she added. "This project forced me to focus more on the success of the group, rather than simply my own personal success."

According to Schneider's Marketing Manager Brad Critcher, the project went better than he imagined. Since the Bryan students "revamped" the company's fledgling mobile website, it's averaging 33 percent more visits. "Their work was very valuable to us and we, in turn, were able to give them a chance to work with the decision-makers of a company who control the money," he said. "It was a touch-point for seeing the real world."

Indeed, benefits of the marketing class are that students make professional contacts and gain relevant work experience – both valuable commodities in today's job market. The National Association of Colleges and Employers 2010 Job Outlook reports that 76.6 percent of employers prefer to hire candidates with work experience relevant to the position. Brown's projects give students that competitive edge.

IF YOU ARE INTERESTED IN HAVING A STUDENT PLACED WITH YOUR COMPANY OR IN BEING A MENTOR, CONTACT DARLENE BROADHURST, DIRECTOR OF BRYAN CAREER SERVICES, AT [DEBROADH@UNCG.EDU](mailto:DEBROADH@UNCG.EDU).

The class also enhances students' self-reliance, self-esteem and responsibility. "It is always gratifying to see how much the students grow over the course of the project, how they gain self-confidence, and how they can rise to meet high expectations," Brown said.

Working with Taber on the Schneider project was Jennifer Kelley, also a senior marketing major. She said the project taught her much about social media and how to use it and measure its use. "The project also exponentially helped develop my leadership and group communication skills," said Kelley.

She also learned more concrete business-related lessons, such as the importance of clarifying a project's goals at the

beginning and carefully monitoring all aspects of its progress.

"If I had an opportunity to do this over again, I would clarify directly with the source what the goal of the project was instead of working off an interpretation of a goal," Kelley said. "I also would integrate an inter-group weekly report form that would help me identify exactly what the group was doing outside of group meetings in order to avoid surprise holes in required work."

Although Taber said she wouldn't do anything differently if she had to work on an identical project, she added "I am certainly not saying the project was by any means easy. At the end of the day, both the good and bad experiences of the project taught me a lot."

### IT is for Girls

A FEW YEARS AGO, Dr. Lakshmi Iyer realized UNCG was experiencing the same national and local trend that other higher and secondary education institutions were observing. The number of female students entering information technology fields had dropped from about 45 percent in the early 90s to about 18 percent in recent years.

Iyer wanted to better understand the reasons behind the trend and explore ways to address the issue.

With funding from the American Association for University Women, she is developing free workshops for rising high school girls, in cooperation with the Guilford County School System, to spark an interest in

IT education and careers. Called IT is for Girls, the workshops offer hands-on opportunities to create animations, interactive narratives and video games, design web pages, explore computer and internet security, and investigate fun ways to visualize data.

"We live in a digital world that opens new frontiers almost daily, such as cyber law, gaming, apparel design, bioinformatics," said Iyer, who is graduate program director for Bryan School's Information Systems and Operations Management. "Girls need to know what exciting and lucrative career opportunities exist for them in these areas."

According to the Bureau of Labor Statistics, by 2016 five out of the top 10 fastest growing jobs will be IT-related. Most IT jobs require good communications skills, problem-solving, creativity, human interaction and collaboration; the skills most often attributed to women, Iyer said.

Half-day sessions of IT is for Girls were held in the summers of 2009 and 2010. An average of 45 students attended each session and as many as 20 instructors and industry women professionals – called Tech Divas in the workshops – volunteered to conduct the sessions.

This summer and in 2012, the workshops will be week-long camps and as many as 70 students are expected to attend each. Again, the local school system will assist with the camps, as will Bryan School's Computer Science Department, and more alumni and area firms are being sought to lend a hand.

"These workshops are wonderful ways for girls to test the waters of IT-related areas and learn what it takes to be successful in IT technology careers," Iyer said.



For more information about this summer's workshop, visit [wiit.uncg.edu](http://wiit.uncg.edu).

## Bryan Professors Go International to Open Dialogue

### WHAT DO TWO BRYAN SCHOOL PROFESSORS HAVE IN COMMON WITH THE UNITED NATIONS (UN)?

*Their aim is to facilitate cooperation in areas such as economic development and to provide a platform for dialogue. Both Dr. Dianne Welsh and Dr. Nir Kshetri have done just that this year by participating in UN international conferences as experts in their fields. Read their stories.*



### UNCG'S ENTREPRENEURIAL PRINCIPLES TRAVEL TO UKRAINE



Welsh

**IN THE US,  
ENTREPRENEURSHIP  
IS ONE OF THE  
FASTEST GROWING  
SUBJECTS IN  
UNDERGRADUATE  
EDUCATION.**

IT'S NOT THAT UNUSUAL THESE DAYS for a professor to be quoted by the media or have his or her work referred to publicly by another professor. But, what Dr. Dianne Welsh experienced in the fall in Kiev, Ukraine was unusual.

After her presentation on university entrepreneurship at an international conference of the UN's Economic Commission for Europe, a Russian official referenced Welsh's presentation in her own address and referred to Welsh by name. The official, a director of a Russian entrepreneurship center, was discussing what must be done to change the culture and education system in Russia and throughout the former eastern Bloc to create a new generation of entrepreneurs.

"It's highly unusual based on culture and history that the Russians would recognize our programs in their talk," Welsh said recently.

The conference was designed to teach emerging countries in eastern Europe how to cultivate commercialization in their countries. Participants included government officials, professors and scientists, and entrepreneurs from eastern European countries, as well as US embassy officials.

"I talked about the importance of cross-disciplinary entrepreneurship," said Welsh, who is the Charles A. Hayes Distinguished Professor of Entrepreneurship in the Bryan School. "Spread entrepreneurship throughout the curriculum so that you spread innovation and commercialization. You can't just start a center and expect that's how it works. You have to put the foundation there first."

Universities play a key role in this because the vast majority of research that could lead to business creation occurs on campuses, Welsh said. Her case study for the presentation was UNCG's efforts to integrate an entrepreneurial mindset in the curriculum through cross-disciplinary entrepreneurship.

"If you lay the foundation for entrepreneurship throughout a campus, you're going to end up having people who have an entrepreneurial mindset and can produce products and services, and start their own entrepreneurial endeavors," she explained.



Kshetri

**THE BENEFITS  
LEGITIMATE  
BUSINESSES GAIN  
FROM THE USE OF  
CLOUDS ARE THE  
SAME BENEFITS  
CRIMINALS RECEIVE  
FROM CLOUDS.**

Moving in this direction will be difficult in eastern Europe since most people were taught Marxist economics. "Their experiences are based on this principle and so are their education systems," Welsh said. "You could get arrested under the communist system for making money."

"There is a lot of talk within these governments and not much action in terms of moving these countries forward. Change will be slow," she said. "A new generation of entrepreneurs needs to be created with a reward system put into place in order for progress to be made."

In the US, however, entrepreneurship is one of the fastest growing subjects in undergraduate education. At UNCG, 33 new or revised cross-disciplinary courses with an entrepreneurship focus have been added in curricula across campus in recent years, including a new minor for non-business majors, a redesigned minor for business majors, and a new entrepreneurship major launched last fall. The university also offers a post-baccalaureate certificate in entrepreneurship.

### COMING DOWN FROM THE CLOUDS

CLOUD COMPUTING IS ALL THE RAGE these days, but defining it is like trying to capture a cloud in the sky. To help the International Telecommunications Union (ITU) get a stronger handle on cloud computing and related security issues, Dr. Nir Kshetri gave a presentation on the subject in Geneva, Switzerland in December.

His talk, "Cloud Computing and Cyber-crime 2.0," was part of a workshop on global security challenges posed by clouds. The ITU is the leading United Nations agency for information and communication technology issues and the global focal point for governments and the private sector in developing networks and services.

Kshetri, known for his research in cyber-crime and cloud computing, published *The Global Cyber-Crime Industry: Economics, Institutional and Strategic Perspectives* in May 2010. He said recently his presentation before the UN panel was "very well received." The audience was primarily comprised of international telecommunications policy makers and representatives from companies developing cloud-based products.

Cloud computing encompasses any subscription-based or pay-per-use service that in real time over the Internet extends information technology's existing capabilities. Or, as Kshetri defines it, a cloud is a "largely nascent technology." Cloud-based services can range from full-blown applications to storage services to spam filtering.

"Cloud providers offer sophisticated services, but have weak performances in policies/practices related to privacy and security," he said at the workshop. "Clouds are unfamiliar terrain for security companies. A lack of mechanisms to guarantee security and privacy is an uncomfortable reality for cloud providers."

"Privacy and security issues related to the cloud are undergoing political, social and psychological metamorphosis," he said.

According to Kshetri, clouds with information stored in them are "potential goldmines for cyber-criminals." The benefits legitimate businesses gain from the use of clouds are the same benefits criminals receive from clouds. And, criminal-owned clouds can be used to steal data stored in legitimate clouds, Kshetri explained.

The most visible – and arguably the world's biggest – example of a criminal-owned cloud is the Conflicker virus. Kshetri told the ITU workshop participants that Conflicker controls seven million computer systems, at 230 top-level domains. With a bandwidth capacity of 28 terabits per second, the virus quickly spreads malware to control more computers.

And Conflicker is available for rent; criminals can choose a location they want to rent, pay according to the bandwidth they want, choose an operating system, and decide what services they want (i.e. spread malware, send spam, etc.).

Most questions Kshetri received from workshop participants related to practical and policy implications of clouds. One question was about factors to consider when selecting a cloud vendor.

"My responses included endorsement of the vendor from professional/trade associations, the location where client data is stored by the vendor, whether the vendor has performed thorough background checks of its employees, and how data is disposed by the vendor," he said.

## FLEXIBILITY RULES WITH ONLINE PROGRAMS

**AT FIRST GLANCE**, there's little similarity between a recent UNCG graduate in his early 20s, a 30-something mother who works full-time, and a US Air Force metal technologist. But, if you ask the right questions of each of them, you will find they have a lot in common.

All either have been or are now students in one of the Bryan School's four online programs and they couldn't imagine working on a degree without the flexibility these programs offer.

"The online program offers a flexible option that helps me achieve my goals in life and teaches me the essential information and skills I will need to be successful in the future," said Shelley-Anne Watkins, who is enrolled in the BS-BA Business Studies Online program (bachelor of science in business administration) while working as Alumni and Business Manager at UNC-Chapel Hill. "The program accomplishes all of this while fitting into my lifestyle and allowing me to be successful at both."

Starting in the fall, Bryan School will offer its master's degree in information technology and management (MSITM) as an online degree program only, replacing the face-to-face master's program in the discipline. The degree is the school's first online master's program and is expected to attract students from well beyond the Triad.

Besides the BS-BA program, which is intended for transfer and returning students, Bryan School has for the past year also offered three 12-credit hour, post-baccalaureate certificates in: supply chain, logistics and transportation management; information technology; and information assurance, security and privacy.

Programs can be completed from any location that has a computer and Internet access. Classes are taught by experienced Bryan School faculty who are accessible both online as well as on campus to answer questions and assist students with class work.

The master's program was prompted, in part, by student requests, said Dr. Lakshmi Iyer, an associate professor and director of graduate programs for the Department of Information Systems and Operations Management.

"In most of our information sessions, we had a number of inquiries for an online master's program," Iyer said. "We feel that is our potential for growth. The ability to take classes remotely is a huge benefit to working professionals who are unable to drive to campus for their education." The numbers of students taking advantage of the certificate programs alone has more than doubled. The MSITM program will teach skills in database, networking, information security and business analytics, which are focus areas for today's information technology-based organizations. Iyer said the program will attract working professionals between 25-50 years old, who are married and employed full-time, probably in IT or related fields.

**"MY FAMILY COMES FIRST AND IF I HAD TO MISS EVENINGS WITH MY DAUGHTER AFTER BEING AT WORK ALL DAY IN ORDER TO GO TO SCHOOL, I WOULD NOT MAKE THAT CHOICE. ONLINE CLASSES HAVE PROVIDED ME WITH AN OPTION I CAN LIVE WITH."**

– Honey Holmes

"E-learning provides a flexible and cost-effective option for people to achieve their academic goals and earn a degree while balancing work and family responsibilities," said Iyer. "A lot of time and money can be saved from not having to drive to campus to attend traditional lectures."

These 'students,' like Honey Holmes, a funds management administrative assistant with BB&T in Winston-Salem, also have a different view of academics because of their work experience. "As a student, I have a unique perspective because I know what it's like in the business world," said Holmes. "The concepts and applications are real to me. It's the difference between playing house and having owned one."

Even though she is able to attend on-campus classes at night, Holmes believes she would not be working toward her bachelor's degree in business administration if that were her only option. Holmes, 30, and her husband, have a six-year old daughter. He also works full-time and is studying for his MBA at another university.

"My family comes first and if I had to miss evenings with my daughter after being at work all day in order to go to school, I would not make that choice," she said. "Online classes have provided me with an option I can live with."

North Carolina native Mike Wilkinson transferred to UNCG from Tulane University in Louisiana and at first commuted from Durham where he also worked many hours as a Mac Genius at a local Apple computer store. Soon, he enrolled in the BS-BA Business Studies Online program. However, he developed serious medical issues, which he says would have resulted in him withdrawing from school if not for the flexibility of the online program.

"The program worked because it granted me the flexibility to work full-time, cope with medical and family issues, and gave me a broad range of options to complete my degree," Wilkinson said. "I do not believe that it would have been possible to complete my degree in December without the online program."

Watkins, who lives in Cary with her husband and two children, was a dance major at UNCG from 1999-2001, but left school after a knee injury ended her dream of being a dance teacher. "Over the years of searching for a new passion, I found myself working in the corporate atmosphere and enjoying the planning and financial aspects of my job," she said.

FOR INFORMATION ON ALL BRYAN SCHOOL ONLINE PROGRAMS AND CERTIFICATES, VISIT

**BRYANONLINE.UNCG.EDU**

The online BS-BA program was the "perfect fit" for her and her sister Natalie Mc Nerney, who joined the program this year, a year after Watkins. Quitting their jobs and going back to school full-time was never an option for either of them.

"The program is definitely as challenging as any other traditional brick and mortar program as the professors do a great job of ensuring you understand the material and they find creative ways to enhance the online learning experience," Watkins said.

Jonathan Davis echoes Watkins' assessment of the professors. His "life-long dream" is to become an Air Force officer. So, the Reidsville native, who is stationed at the McConnell Air Force Base in Wichita, Kan., is applying for an officer commissioning program that requires a bachelor's degree in business administration. After researching many schools' programs, he decided on UNCG because of its consistently high ranking of teacher/student communications and relationships.

"So far, the online program is working great for me," he said. "Mostly because my job has the ability to change work hours at a moment's notice, it grants me

flexibility to continue my education."

Holmes' current job is also an important reason why she's seeking a degree. She said her supervisors at BB&T value education and encourage her studies. That support, coupled with her desire to set a good example for her daughter, keep her "motivated when I want to give up."

"After we put my girl to bed, I begin studying and regularly work past midnight, many times until 2 am," Holmes said. "Keeping focused at that time after working all day is very challenging and takes resolve. But, nothing worth having is easy, right?"

### Senate Testimony was a 'Privilege'

When asked about his testimony on covered mortgage bonds last September before the US Senate Committee on Banking, Housing and Urban Affairs, Dr. Ken Snowden said it was a "privilege to have participated in the legislative process in this small way."

"I was excited to be asked and I'm happy to contribute," said Snowden, professor of economics and director of graduate studies. "That's why we do this work, hoping it can matter in some way."

An economic historian, Snowden had 10 days to prepare written testimony for a Senate panel discussion on Covered Bonds: Potential Uses and Regulatory Issues. "I was invited to share information from historical research I had been working on in the last year. Explaining was easy," Snowden said recently. "The hard part was to connect that information to the contemporary policy issue the Banking Committee cared about."

Also difficult was trying to follow Senate protocol while testifying – a first for him – such as how to address the panel, how long the opening statement could be, and deciding when it was appropriate to volunteer information. "The other panelists were experienced witnesses and so I had to keep on my toes to follow their lead," Snowden said.

Covered mortgage bonds are used throughout Europe, but not in the US. The financial instrument itself is complex and the debate about whether the bonds would represent a fix for the US mortgage market at this point involves technical



Snowden

issues. Snowden said a few of the senators were very knowledgeable and asked the panel great questions, while some were still learning about the subject.

"My role, as a historian, was limited to explaining how covered bonds had failed when they were introduced into the US in the 1880s," said Snowden. "I was careful not to comment on areas about contemporary practice or legislation, of which I am not an expert, but I volunteered whenever possible

what I believe are cautionary lessons about covered bonds based on their history in this country."

Snowden personally believes covered mortgage bonds will play a significant role in the US mortgage market, but that they are not a quick fix to current troubles and need to be implemented carefully and thoughtfully.

"My reading of history suggests that the performance of covered mortgage bonds as a funding instrument – as opposed to, let's say, bank deposits – is determined in large part by the underlying mortgage law and structure, how mortgages are originated and serviced, and the regulation of the issuing organizations," Snowden said.

"It is not wise, in my opinion, to introduce covered mortgage bonds into the US without considering carefully how they will interact with the US version of all of these elements. I also think the role covered bonds will play in the US cannot be decided until the future role of the FHA and the GSEs (Fannie Mae and Freddie Mac) are better defined."



From left: C. Daniel Taylor, Adrian Martinca, Joe Erba, Ja'el Mosley and William Vasaly III, Executive VP and Chief Credit Officer for the Bank of Oak Ridge.



**JA'EL'S S.P.E.D.:** Contact Ja'el Mosley at [www.impressthemind.com](http://www.impressthemind.com)

**CHILD LIKE FAITH:** Contact C. Daniel Taylor at [www.child-like-faith.com](http://www.child-like-faith.com)

**COMPU-LOGIC:** Contact Adrian Martinca on Facebook at *A.M.-Tech*

major or program, challenges students to come up with ideas for campus-based businesses. They must 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.

The Campus Entrepreneurs course was the first of its kind in the UNCG system, said Erba.

At the end of the class, students choose to enter their proposals into a competition to earn an operating license issued by UNCG. The latest licensees had created their businesses prior to taking the class, Erba said, but enrolled in the course to learn how to create a business plan and market their products and services to the campus at-large.

"We're trying to prove that you don't have to be a student of business to start a business," he said. "It takes passion to begin a commercial enterprise."

Taylor began making clay figurines as a hobby when he was in high school and gave the items as gifts to family and friends. Throughout the years, people told him he should try to sell the pieces. Child Like Faith, a designer and manufacturer of customized figurines, is now in full swing.

"I really just enjoy doing it," Taylor said. "If I can build a business after graduation that I'm excited about working on every day, what else can you ask for?"

The markets for Taylor's main product – a graduation figurine – are the parents of students and alumni. "I discovered the advantage of my business was being able to provide my customers with a one of a kind figurine," he said. "By allowing customers to choose features like hair and eye color through an online process, the figurine becomes far more valuable to the buyer."

Students in Campus Entrepreneurs choose to present their business plans to a group of experts, called the Business Plan Selection Committee (see below), who select which

businesses should receive an official license to operate. Students are also eligible to apply for micro loans established through a generous donation to the program by the Bank of Oak Ridge in the Triad to get their business off the ground. In February, the Bank of Oak Ridge sponsored an awards dinner for the three new licensees.

Students who receive a loan must begin making payments on it in 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.

Martinca applied for a loan to extend his Kernersville computer repair services, Compu-Logic, to UNCG students because he learned how much money students "wasted" on similar services outside campus. He designed a pricing schedule specifically for students. "We also specialize in speed of service and strive to have a 24- to 48-hour turn-around," he said.

Having learned how to create an official business plan was an important course objective for Martinca. "When I started my business, I just went into it. I never made a plan initially," he said.

Taylor, who financed the start-up of his business himself, said the financial aspects of business ownership were the most important lesson he learned from the Campus Entrepreneurs course. "How to prepare for an entrepreneurial venture before you put a lot of time and money into it is important."

"The most important thing I learned is that many entrepreneurs fail at their ventures, but you can always start over," said Mosley. "I also enjoyed learning about other ways to be an entrepreneur without investing in starting your own company."

Erba said his class is a virtually risk-free way for budding entrepreneurs to learn how to get a business up and running. "It's basically a win-win-win situation."

## Campus Entrepreneurship is Just the Beginning

**IT COULD BE CONSIDERED** the ultimate internship. Because of Joe Erba's Campus Entrepreneurs course, UNCG students can attend class full-time while operating their own business on campus. And for many like junior Ja'el Mosley, it's only the beginning.

"I will continue my company after graduation," Mosley said recently. "I am already in the planning stages of expansion." Her business, Ja'el's S.P.E.D., is a screen-printing and embroidery company. Her marketing targets are academic departments, student organizations and student leaders.

"Student referrals have been a great benefit to our growth," she added.

Mosley, an entrepreneurship major, received one of this year's Campus Entrepreneur licenses to operate a business on campus. Also receiving licenses were C. Daniel Taylor, a junior whose major is fine arts and minor is in entrepreneurship, and Adrian Martinca, a sophomore majoring in pre-law and international business.

Since the Campus Entrepreneurs class began in 2008, 10 students have received licenses.

The class, which is open to undergraduates from any

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**Michael Byers '05 MBA,**  
Associate Vice Chancellor of  
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**Kathy Elliott,** Vice President  
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of Commerce

**Tom May,** Assistant to the Dean,  
Bryan School of Business and  
Economics, UNCG

**Scott Milman,** Director of  
Auxiliary Services, UNCG

**Jim Settle,** Assistant Vice  
Chancellor of Student Affairs,  
UNCG

**William Vasaly III,** Executive  
Vice President, Chief Credit  
Officer, Bank of Oak Ridge

# Jim Weeks

## MORE THAN WORDS

PROFESSIONAL.  
INSIGHTFUL.  
FOCUSED. ETHICAL.  
INNOVATIVE.  
DEDICATED.  
HONEST. POSITIVE.  
MOTIVATIONAL.  
GENEROUS.  
HUMBLE.

These are just a few adjectives people have used throughout the years to describe Jim Weeks. But words alone can't do him justice, nor would he want them to. Actions speak louder and Weeks' actions during his 35 years at UNCG have resulted in many accomplishments for the Bryan School (see next page).

Weeks retires from public service June 30 after spending most of his professional career at UNCG. He first came to campus as an assistant professor in 1976. He was appointed associate dean in 1982 and then dean in 1991, and is one of the longest serving business school deans in the nation.

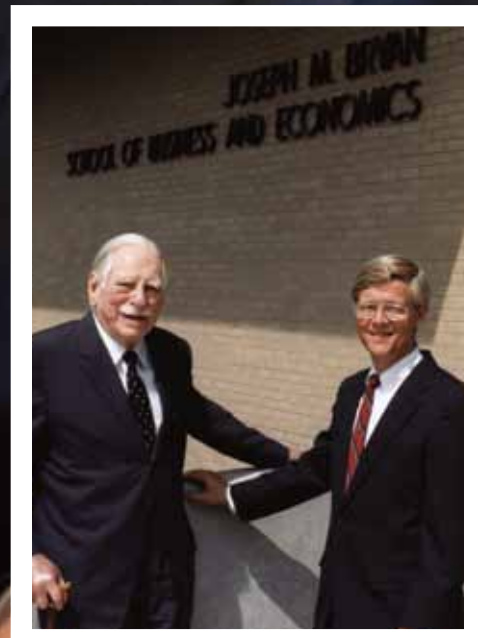
In fact, half the school's alumni base – more than 10,000 students – have graduated from Bryan School during his tenure.

"When I came to UNCG as an assistant professor, I never dreamed I would have the opportunities I have had to grow personally and professionally or to help others grow and develop," Weeks said recently. "UNCG gave me the opportunity to have a life of success and significance."

The most rewarding part of his UNCG career, he added, was fulfilling different faculty and administrative roles and being part of a "collective effort and success in transforming lives."

"But all good things must come to an end and now is the time to step down as Dean. It is the right time for me and the school. I'm 65 and fortunately in good health, so I would like to remain active and do something after I retire from UNCG," Weeks said.

"I committed to Chancellor Sullivan and Provost Uprichard to stay to see us through re-accreditation, which occurs every five years, because it is best to have the dean in place for years prior to the visit year. The university will be starting a new capital



FROM LEFT: DEAN WEEKS IN FRONT OF A PORTRAIT OF JOSEPH M. BRYAN, THE SCHOOL'S NAMESAKE. WEEKS WITH BRYAN IN 1991, THE BEGINNING OF WEEKS' CAREER AS DEAN. WEEKS POSES WITH THE SPRING 2011 BETA GAMMA SIGMA INDUCTEES (SEE PAGE 18) BEFORE THE CEREMONY.

campaign sometime in the near future and the dean needs to be in place and hopefully see it through to a successful conclusion.”

With all the projects and programs he has been involved with throughout the years, Weeks said what he will remember most are the people he has met and the relationships he has made at the Bryan School.

- “The students who I have had the opportunity to know and watch grow and develop in their professional and personal lives.”

- “My faculty, staff and administrative leadership colleagues over the years who have worked to make the Bryan School a better place because they were there.”

- “The alums who I have visited with and know their life stories and the impact that we and those before us have had on their lives.”

- “The donors who have so generously given back to help us financially so we could be accessible to more students and improve the quality of our programs and services to students.”

- “The many community leaders who have served on advisory boards and given their time and talent to make the Bryan School a better place.”

With the school’s future now solidly established, what’s in Weeks’ future?

“I hope to have a good idea what I’m going to do ‘after UNCG’ by the end of the academic year. But, I don’t plan to retire completely. I hope to find something that is fun and interesting, and that I can make a significant contribution to, but not work the long hours I have in the past,” he said. “I do plan to have more free time to read whatever I want to read, play more golf, and spend more time with family and friends.”

Indeed, he added that the most challenging part of his UNCG career has been “keeping balance in my life.”

But if he could do it all over again, would he?

“I absolutely would. Serving as the Dean of the Bryan School has been a high honor, a great privilege and lots of fun,” he said. “With perfect hindsight and years of experience, there are many things I could have done better, but I have no regrets. I learned and developed more from my mistakes and failures than I did from our successes. Thankfully there were enough successes to not get fired!”

“I am comfortable that over the years I did the best I could do and I believe that is all anyone should expect of themselves or others,” Weeks concluded.

## ACCOMPLISHMENTS

**AS ANYONE WHO HAS WORKED WITH JIM WEEKS WILL TELL YOU**, his insight, focus and tireless pursuit of excellence have reaped great rewards for the Bryan School.

A lifetime member of the Beta Gamma Sigma honor society, Weeks served multiple terms on the society’s Board of Governors. He was instrumental in getting the Bryan School’s Beta Gamma Chapter established in 1983. Since then, he has been actively involved with helping student inductees develop their professional strengths and explore what it takes to be effective and ethical business leaders.

The chapter has been recognized as a Premier Chapter every year since 1996, when the society established this recognition. And, in 2009, the chapter received the Gold Chapter Award, the highest singular honor awarded to any chapter in the world.

**Other major accomplishments include:**

- Developed a relationship with Joseph M. Bryan, which led to the largest gift in the school’s history.
- Incorporated global awareness and learning throughout the business curriculum and helped develop the largest international student exchange program in the region.
- Created partnerships with area businesses to connect student learning objectives with the needs of local organizations.
- Initiated an entrepreneurship program offering academic programs for students both in and out of the business school, non-credit programs for community members and collaboration with the state’s largest business incubator.
- Implemented two niche PhD programs to address market needs, one in applied economics and one in information systems.
- Significantly increased the funds raised through grants and contracts and through individual and corporate giving. The school’s endowment alone has increased from about \$4 million in 1990 to more than \$27 million in 2011.



**‘DYNAMIC DUO’ HONORED BY GOVERNOR MAY 3**

Linda A. Carlisle, Secretary of the NC Department of Cultural Resources, presents retiring Dean Jim Weeks and retiring Senior Associate Dean Don McCrickard with the Order of the Long Leaf Pine award on behalf of Gov. Beverly Perdue. In presenting the award, Carlisle referred to the two Bryan School administrators as the “dynamic duo” and said honoring them with the most prestigious award presented by the Governor of North Carolina was “a great privilege.”

“JIM WEEKS IS AN IMPORTANT PART OF THE UNCG BRYAN SCHOOL CULTURE BECAUSE HE CONFIRMS BY HIS SKILLS AND HIS WORK THAT ONE CAN BE AN EXCEPTIONAL BUSINESS PERSON AND HAVE ETHICS BEYOND QUESTION. AFTER THE MOST RECENT FINANCIAL CRISIS, THIS IS A GIFT TO OUR UNIVERSITY BEYOND ANY LEVEL OF DOLLAR VALUE.”

DAVID S. JOLLEY  
BRYAN SCHOOL ALUM, CLASS OF '76

“JIM WEEKS HAS A BALANCED COMBINATION OF A SOUTHERN GENTLEMAN AND A BUSINESS EXPERT WHO, OVER THE YEARS, KNEW EXACTLY HOW TO BUILD SOLID BRIDGES BETWEEN THE ACADEMIC COMMUNITY AND THE PIEDMONT TRIAD AT LARGE. HE HAS BEEN MOST EFFECTIVE IN ATTRACTING TALENTED MOVERS AND SHAKERS TO BE SUPPORTIVE PARTNERS OF THE BRYAN SCHOOL OF BUSINESS. HIS CONTRIBUTIONS, BOTH PERSONAL AND PROFESSIONAL, WILL BE REMEMBERED BY MANY AS EXTRAORDINARY EXAMPLES OF STEWARDSHIP AND PURPOSEFUL MODELS OF VISIONARY LEADERSHIP.”

DR. NIDO R. QUBEIN, PRESIDENT  
HIGH POINT UNIVERSITY  
BRYAN SCHOOL ALUM, CLASS OF '72

### HONORING ONE LEGACY, *Creating Many More with Endowment*

**IT HAS BEEN SAID** that leadership is not practiced as much with words as it is with attitude and action. And through his unselfish attitude and tireless actions, Jim Weeks has for years lead students, faculty and staff of Bryan School to reach for and achieve their professional goals.

To commemorate Weeks’ retirement June 2011, and to honor his leadership and commitment to excellence, friends, colleagues and students have established an endowment. The James K. Weeks Student Leadership Fund will recognize academic achievement and promote leadership development and ethical business practices for aspiring student leaders.

To pay tribute to Weeks by participating in this endowment with a donation, contact Mary Ellen Boelhower, Bryan School director of development, at 336.256.0372 or at [meboelho@uncg.edu](mailto:meboelho@uncg.edu). You can also make a gift online at [www.donate.uncg.edu](http://www.donate.uncg.edu) or return your gift in the envelope within this magazine.

A generous donor has agreed to match every gift received – up to \$250,000. We invite you to participate in this limited-time opportunity with your own gift to the endowment.

## McCrickard Known as Open and Fair



**IN HONOR OF HIS COMMITMENT** to graduate education in economics, an endowed fund McCrickard recently spearheaded has now been named the Donald L. McCrickard Economics Graduate Program Fund. The fund will support recruitment activities, events, travel to conferences, and awards for either master's or doctoral level students. To contribute to the fund in McCrickard's honor, go online at [www.donate.uncg.edu](http://www.donate.uncg.edu) or use the envelope included in this magazine.

**AFTER SERVING UNCG** for almost 36 years, 21 of which as associate dean for the Bryan School, Dr. Donald McCrickard is ready for retirement as of June 30. His plans are simple: spend more time with his wife and six grandchildren, and find a way to stay "intellectually stimulated."

"The general rule of thumb of retirement seems to be not to make any major life changes for about six months," he said. "I think I will follow this dictum." However, he does expect to relax more, get more regular exercise, read books that aren't professionally oriented, travel domestically and internationally, and improve his foreign language skills.

"I expect there will be some volunteer activities that also will take part of my time," he adds.

McCrickard says what he will most remember about his years at Bryan School are all the changes it has undergone throughout the years. "When I first arrived in 1975, the school was small, recently created, and spread around campus. My office was in the living room of a house on McIver Street," he said. "The school is now the largest professional school at UNCG, accredited since 1982, with programming through the doctoral level."

He attributes the school's success to Dean Jim Weeks, who is also retiring June 30 after also taking residence in the Dean's Office 21 years ago. In fact, it was Weeks who appointed McCrickard as associate dean when he was first named dean. "It has been my privilege and pleasure to work with Jim during this time," McCrickard said recently.

"Inviting Don in 1990 to join me in the Dean's Office was the best decision I made as dean," Weeks said recently. "I will forever be grateful for his wisdom and counsel that many times kept me from taking long walks off of short bridges. Working with Don has been one of the great joys of my time at UNCG, but I don't think either of us will miss seeing each other in the office on weekends."

Referring to McCrickard as the "COO of the Bryan School" for the past decade, Weeks said he has also been the "go-to person for anyone needing advice or assistance."

Brittany Atkinson, graduate assistant for the Bryan School Dean's Office, remembers her first contacts with McCrickard during Student Advisory Council meetings. "He

"WHEN I FIRST ARRIVED IN 1975, THE SCHOOL WAS SMALL, RECENTLY CREATED, AND SPREAD AROUND CAMPUS. MY OFFICE WAS IN THE LIVING ROOM OF A HOUSE ON MCIVER STREET. THE SCHOOL IS NOW THE LARGEST PROFESSIONAL SCHOOL AT UNCG, ACCREDITED SINCE 1982, WITH PROGRAMMING THROUGH THE DOCTORAL LEVEL."

– DON MCCRICKARD

helped us make an impact in the Bryan School by putting student ideas into action. He is very involved with students and puts us first in every decision concerning our education and programs."

McCrickard joined UNCG as an instructor of economics and was promoted to assistant professor in 1976. Five years later, he was named associate professor and in 1991, associate dean. His research interests have always included international financial economics and macroeconomics. He has served on numerous university committees, often as chair, and has been appointed to state education committees.

One role McCrickard has played throughout the years is selecting scholarship recipients. Atkinson is one of those recipients. "Without Dr. McCrickard's support, I would have been unable to finish my degrees, due to the rising cost of tuition at UNCG, and I would have never gained the invaluable experience I had studying abroad," she said. "Dr. McCrickard's support is the catalyst behind my personal and professional aspirations to work in education policy at the federal level."

Having worked closely with McCrickard for the past three years as head of the Business Administration Department, Dr. Kevin Lowe said McCrickard's commitment to the "internationalization of business education" and to the "internationalization of higher education in general" is most notable. "He was a champion in this area before it was fashionable and he continues to carry the flag for that perspective both within the Bryan School and as the Bryan School's cross-campus representative," Lowe said.

"Whatever success we have had in the Bryan School over the past two decades has resulted because of the hard work of a team of gifted, dedicated and caring administrative leaders, faculty and staff. No one has played a more important role than Don," said Weeks. "He is recognized not just in the Bryan School but also across campus and beyond for his openness, willingness to listen, thoughtfulness, fairness, trustworthiness, kindness, dependability, attention to detail, and high standards."



McCrickard and Bhadury

"EVERYONE SHOULD HAVE THE GOOD FORTUNE TO HAVE SOMEONE LIKE DON AS A MENTOR. WITH HIS KNOWLEDGE AND HISTORICAL PERSPECTIVE OF UNCG, HE IS ABLE TO GIVE CONTEXT TO ANY CHALLENGING SITUATION, WHICH GIVES REASSURANCE AND CONFIDENCE TO THOSE WHO SEEK HIS COUNSEL."

– ASSOCIATE DEAN JOY BHADURY

Lowe agrees. "Don has helped me to be more thoughtful and to better consider the multi-dimensionality of issues. He has consistently provided sage guidance on how to handle those challenges."

And that sage guidance will be missed by many. "He reminds me a lot of my grandfather, and I guess you could say he was like my Bryan School grandfather – always there for support and great advice," said Atkinson.

When asked what he hopes his colleagues and students will remember most about him, McCrickard paraphrased Abraham Lincoln: "The folks at the Bryan School will little note, nor long remember my presence at the Bryan School. To the extent they do for a while remember, I hope it is that I tried to be even-handed, fair and ethical in my dealings with people."

## BGS Inducts 80 Students & 2 Alumni in 2010-11



Top: Chapter honoree Fields-Minkins with Dean Weeks at the fall ceremony.

Bottom: Chapter honoree Hopkins with Associate Dean McCrickard, a professor of hers while at UNCG, at the spring ceremony.

**EIGHTY** students and two prominent local alumni were recognized by the Bryan School this academic year and inducted into the Beta Gamma Sigma (BGS) national honor society. Receiving honorary membership in BGS are Alicia Fields-Minkins, BS in 1986, and Amelia S. Hopkins, BA in 1979 and MA in 1991.

Qualifying for BGS membership is the highest scholastic honor a student in business can obtain. To be eligible, students must rank in the upper 10 percent of their junior class, the upper 10 percent of their senior class or the upper 20 percent of their graduate class.

At age 22, Fields-Minkins started her first franchise, Control-o-Fax Medical Systems of the Triad. She is now managing partner at EJ's Staffing Services Inc. in Greensboro. She dedicates much of her time pursuing business ideas and ventures, and enjoys mentoring young people and minorities to become entrepreneurs themselves.

Fields-Minkins is a board member of the UNCG Excellence Foundation and

UNCG Bryan School of Business Alumni Board. She is actively involved with United Way of Greater Greensboro, Triad Girl Scouts, UNCG Black Alumni Council and UNCG Alumni Association. She has also received numerous awards for business and entrepreneurship.

Hopkins, who received her bachelor's in political science from UNCG in 1979 and then her master's in economics from the Bryan School in 1991, is vice president of investments for Granville Capital Inc. in Greensboro. She works primarily with the risk management and manager monitoring processes for hedge fund investments.

Prior to joining Granville, Hopkins was senior vice president and portfolio manager for US Trust Company for 12 years and executive assistant to the chief financial officer of Oakwood Homes Corp. from 1986-90. She returned to UNCG as an economics lecturer in the early 1990s and has received her Chartered Financial Analyst and Chartered Alternative Investment Analyst designations.

## 'Easing' into Public Recognition

The Entrepreneur Assistance and Education Program (EASE), a problem-solving partnership program created by the Bryan School and the Nussbaum Center for Entrepreneurship, is now well known locally among small business owners and nationally among higher education, business and economic development professionals.

EASE matches Bryan School interns with technical expertise in areas ranging from accounting and marketing to supply chain management with small business owners in need of those services. The program has helped create more than 20 jobs and generated an additional income potential of at least \$1 million annually to the Piedmont Triad area. And, it gives students a glimpse of the hard work needed to get a new business up and running.

Those results recently got the attention of the University Economic

Development Association, which named EASE one of three finalists in its national 2010 Awards of Excellence competition. The award category was excellence in business assistance and entrepreneurship, a designation that recognizes efforts in assisting businesses or entrepreneur(s) with developing a stronger business model or operation.

"The Bryan School has been involved in fostering regional economic development since its inception and EASE is a great example of that," said Jim Weeks, dean of the Bryan School. "It is a win, win, win program for our students, entrepreneurs and Greensboro. To be recognized at the national level for a very fruitful public-private partnership is an accomplishment we can all be proud of."

"Next, we want EASE to become a regional resource for entrepreneurs," said Sam Funchess, president of the

Nussbaum Center. "Many of EASE's clients have been from within the center and have needed assistance, so we have students from the EASE program help. The ideal would be to have entrepreneurs from outside come to the center specifically requesting EASE's services. Branding of the EASE program is beneficial."

Over the past two years, EASE interns have worked with more than 35 small businesses, providing more than 1,100 service hours at a rate of \$25/hour, significantly below market rates and more affordable for start-up businesses.

"EASE interns are being exposed to the highest levels of decision-making in companies that aren't usually available to students," Funchess said. "This is a phenomenal experience for students."

In return for their hard work, EASE interns receive full scholarships funded by Lincoln Financial and the Greensboro Partnership – investments that help students reduce debt and contribute to the economic development of the Triad area.

For the students and small business owners, the service is invaluable.

**"TO BE RECOGNIZED AT THE NATIONAL LEVEL FOR A VERY FRUITFUL PUBLIC PRIVATE PARTNERSHIP IS AN ACCOMPLISHMENT WE CAN ALL BE PROUD OF."**

– Dean Weeks

## REWARDING PARTNERSHIPS

*"Working at the Nussbaum Center with EASE enhanced my research skills, as well as showed me what it takes to be a successful entrepreneur, which is hard work, long hours, and the knowledge to find a way to gain an edge over your competitors," said John Hazelton, BA in 2010.*

*"The two main skills I improved on with EASE are communication and networking, the most important skills every business student should possess," said Lavonda Daniels, BA in 2009. "The incubator environment of Nussbaum allowed me the opportunity to see how business professionals gain contacts and keep them through relationship-building."*

*"As a new business startup, MedCommunities has a lot of priorities competing for very limited human and financial resources, not the least of which is developing a business plan," said Ernie Puglisi, CEO. "We provided an EASE intern with a list of research questions and topics for the marketing portion of our plan. It took him very little time to learn what our business is about and to produce relevant results."*

*"We have used this program for design, research and implementation projects," said Shane Stadler, vice president of Medical Justice Services Inc., a start-up at the Nussbaum Center, and a 2008 MBA alum of the Bryan School. "As with most entrepreneurial companies, one of our scarcest resources is time; there's always more to do than hours to do it in. EASE allows us to bring additional resources to the projects needed. The quality of the program is an outstanding resource."*

### FALL 2010 BETA GAMMA SIGMA INDUCTEES

**JUNIORS:** Maria Lao, Ansley Lawson, Anna Scott, Jasmine Simpson, Shao Dong Wang

**SENIORS:** Brittany Atkinson, Miranda Bradley, Samantha Bradley, Michael Burge\*, Fook Lim Chung, Christopher Ely, Logan Joldersma, Callie Lane, Peyton Mansure, Andrea Schronce, Camden Sweed, Heather Thornbrough, Tyrel Welker

**GRADUATE STUDENTS:** Ali Ardestani, Neil Desai, Martin Durrence, James Jones, Meredith Juengel, Anna MacMonegle, Brian Maness, Derek Mobley, Lisa Neal, Matthew Rabbitt, Joseph Smith\*, Cynthia Stevens, Indre Stunzenas\*, Paul Tartalio\*, Aubrey Whitfield, Daniela Zapata-Sapiencia

**PhD STUDENT:** Cynthia Khanlarian\*

### SPRING 2011 BETA GAMMA SIGMA INDUCTEES

**JUNIORS:** Matthew Sean Alexander, Joseph Luis Aquino, Estephan Alejandro Bryant-Garcia, Morgan Victoria Callicutt, Amy Marie Clapper, Steven Joseph Coats, Megan Elizabeth Cockman, Lucy Maree Dougherty, Fatimah Hasan Hamwi, Courtney Elizabeth Hunt, Christopher Steven Kosch, Robert Victor Ruggiero, Kaneesha Keyont'e Sledge, Riley Elaine Smith, Joseph Lewis Thompson, Javier Luis Velasquez, Sardavia Latrice Williams

**SENIORS:** Samuel A. Brock, Brian Christopher Clark, David Lawrence Friedrich, Bradley Lewis Kelly, Todd Kilb, Jamie Ray Reynolds, Lauren Christina Rhew, Giuliana Francesca Sciabbarrasi, Shayna Mae Snow, Brooke Nicole Strider, Adam Howell Wiglesworth

**GRADUATE STUDENTS:** Brandon Shane Abernathy, Ahmad Ali Aldakhil, Audrey Bubnov\*, Katelyn Marie Chapman, Rebecca Jill Kirkley Conner\*, Carroll Ashley Kevin Cooke, Samuel Houston Dorsett III, Steven Chin-yi Lim, Minjun Ma, Glenn Edward Peters, Elizabeth Marie Reilley, Reim Ismail Seghairoun, Jeong Sep Sihm, Brittany Cameron Singhas, Lilit Ter-Azaryan, Harsh Vardhan, John Watkins Jr.

\* Second recognition



**LAST AUGUST**, Dr. Lew Brown received the university-wide Alumni Teaching Excellence Award for 2010 and at Bryan School's graduation and awards ceremony last May, he was honored with the school's Outstanding Faculty Award. A marketing professor in the Bryan MBA program, Brown has taught at UNCG for 24 years.

The recognition, Brown said recently, "justifies my hard work. These are wonderful honors."

Brown said students are different today than they were 10 years ago and as an educator, he needs to adapt and stay current on education trends. "I'm getting smarter about how to connect to the students now," he said.

For example, he keeps a red "Easy" button in his class, which is the symbol of a national office supply company. He tells students that life is not like the button, they won't get anything handed to them. "It's just not going to happen that way."

(See related story on page 4.)

## Alum/Grad Student Named Top Leaders

**Wade Journey Jr., '95**, and **Brian Hall**, current MBA student, have been named two of *The Business Journal's* 40 Leaders Under Forty for 2011.

President and owner of Wade Journey Homes Inc. in Greensboro, Journey prides himself on "assembling a great organization that has been able to thrive in this current economic environment."

According to the *Journal's* award information, Journey was selected for two reasons. The first is because of his careful budgeting, planning and marketing, which has allowed his homebuilding business to thrive even though many others have not. Also, Journey was chosen because of his leadership and involvement with Greater Greensboro Realtors Association, Habitat for Humanity, Hospice, and the Greensboro Children's Museum.

Hall, real estate preconstruction project manager for Samet Corp., ranks as his greatest achievements being part of the team to develop Triad Business Park and help FedEx Ground purchase 125 acres inside the park.

He was chosen for the award because of his FedEx hub development efforts and for the TriVantage/Gken Raven and Maple Professional Park projects. Hall is president-elect of Guilford Rotary Club and is coach, musician and deacon at Life Community Church.



Journey

Hall

## What He Learned That Day

**DR. LEW BROWN**, associate professor of marketing, asked December 2010 UNCG graduates what they learned during their time at the university. The responses made up his commencement address. Months later, reflecting on the unique approach to his speech, he realized he learned something that day also and it was a pleasant surprise.

"While at UNCG, most students learned about life and developed philosophies and strategies for successful futures," he said. "Very few answers focused on material taught in classrooms like history, economics, math, English."

"The quality of answers was amazingly thoughtful," Brown said, adding that it proved most students do understand the overall purpose of higher education – to prepare for being a productive, positive force in the community.

These answers are just a few examples of replies he received:

- Meredith Critcher from Cary, who received a degree in marketing, learned to "be a go-getter. Achievements are not just going to fall into your lap!"

- Yasir Khan from Asheboro received a degree in information systems and operations management. He realized two important keys for success: "Learn as much from your professors as possible" and "Never give up, as losing hope can lead you to failure."

- Henry Miller from Clemmons, who received a degree in finance, noted "Returning to UNCG as an adult after dropping out in 1977 has convinced me that at 19 I did not know as much as I thought I did."

- Ashley Smith from Bridgeton received a degree in business and economics. She replied "Sleep is overrated, leisure time does not exist, and excuses are unacceptable. You have to want to succeed more than you want to breathe."

- Maria Hernandez from Guanajuato, Mexico, who received a degree in accounting, noted "The first thing I learned is that with effort everything can be accomplished. I didn't speak English when I came here and now I have my BS degree."

Brown emailed the 1,000-plus graduates a few weeks before commencement and asked them to respond to his "What did you learn?" question in 140 characters or less. The return response rate was 20 percent, which is high by any marketer's standards. His unique approach to the commencement address was because he didn't want to "preach" at graduation.

"This ceremony is about you, not me, and as a marketing professor, I wanted to hear the voice of our customers," he told the graduates at commencement. He said his hope for them was the same as his hope for his daughters when they were growing up. "I hoped I might get through to them that every day is another opportunity to learn."

And he hoped the experiment would "prompt some people to think about who made a major contribution to their lives."

Brown has since received many emails and calls from students past and present, parents, faculty, and the public to say how much they appreciated not only his commencement address that day, but also his years of professional guidance and leadership.

"It's real rewarding to connect with people so deeply," he said recently. "Commencement was a great capstone for my teaching career."

"Graduation is not the end of learning, but just the beginning," Brown said at commencement. "Learn or re-learn something every day. Keep on learning and growing. Ask yourself, 'What did I learn today?'"

## Alumni Association Awards First Scholarships

*Group's projects aim to reach all*

**IT'S GREAT** when a plan comes together and even better when it comes together ahead of schedule. Just ask the Bryan School Alumni Association (BSAA).

Its goal, to create a fund to award merit-based student leadership scholarships, was achieved more than a year early, thanks in part to September's annual Bryan School Alumni Association Golf Tournament. Now, two Bryan School students have been awarded scholarships on behalf of the association.

Recipients of the first Bryan School Alumni Scholarship Funds are James Alan Jones, a graduate student in information systems and operations management, and Lindsay Hackett, a graduate accounting student.

Jones, whose academic performance has been called "stellar," displayed leadership qualities early on in his studies at UNCG. Since fall 2009, he has served as teaching assistant assigned to single-handedly run the tutoring sessions for two business computing classes, comprising about 500 undergraduate students. In this capacity, he often worked extra hours, "going beyond expectations."

During an internship with Syngenta Corp., Jones also participated in several company-sponsored service projects and volunteers with a local Boy Scout chapter.

Hackett displayed her leadership skills through work with Beta Alpha Psi and the graduate accounting program. Since May 2009, she has planned, organized and ran Beta Alpha Psi's annual Meet the Firms recruiting event.

She has also worked on campus as a graduate assistant updating and maintaining student data for Beta Alpha Psi, assisted in tutoring undergraduate accounting students, and planned and ran the accounting department's annual Graduation Banquet.

"James Jones and Lindsay Hackett are two bright, young leaders and we're proud to recognize their accomplishments," said Laura Busse, BSAA president.

According to Busse, the primary source of funding for the scholarships is the annual golf tournament, which is expected to expand each year. The plan is to continually increase the Bryan School Alumni Scholarship Fund to award more money to one student each semester or, eventually, award more than one student each time.

"More than ever we need to make available the opportunities for potential future leaders to get their education from the Bryan School," Busse said recently.

The 2010 golf tournament, held September 11 at Bryan Park, featured nearly 100 golfers and boasted 35 sponsors. Planning for the 18th annual event – scheduled for September 17 – is now underway by BSAA board members.

The mission of the 25-member board is to re-engage alumni back to campus through events, such as awards programs and community outreach.

## Distinguished Alumni Recipient

**IN OTHER BSAA NEWS**, Ellen Thrower, '75 BS, '78 MBA, has been named 2011 Distinguished Alumni Award Recipient. She was honored for being a business leader and for the difference she has made in the field of risk management and insurance.

From 1988-2000, Thrower was president of the College of Insurance in New York. During her tenure there, she changed the direction of the financially ailing school by expanding academic programs, increasing emphasis on diversity, and growing the college's endowment by more than \$10 million. She also led fundraising efforts that generated more than \$45 million, eliminating the school's real estate debt and putting its budget back in balance.

In 2001, Thrower led the planning and execution of the college's merger with St. John's University and its renaming to the School of Risk Management, Insurance and Actuarial Science.

She developed relationships with presidents and CEOs of the world's leading insurance and financial management organizations and built a 40-member Board of Overseers, which provides advice, financial support and internship/employment opportunities for many of the school's 300 students.

In recent years, Thrower has raised almost \$40 million for scholarships and academic programs, and increased the school's endowment by another \$20 million. Today, the school is debt-free and has world wide recognition for its curriculum.

Thrower has also served on the board of five international companies and been director of numerous professional and nonprofit organizations related to risk management and insurance.

Now retired, Thrower remains a member of the school's Board of Overseers and continues to be active on corporate boards.



*Presenting the Distinguished Alumni Award to Thrower is Edward M. Rozynski, BS '75, MA '76, who was the 2010 award winner. Rozynski, vice president for global government affairs with Stryker Corporation, is active in US health reform issues. His advice has been sought by health care leaders, government officials and business executives in Europe and Asia seeking to compare and improve their health care systems, especially with respect to medical technology.*

## 2011 ALUMNI ASSOCIATION CALENDAR

### JUNE 16: 12 noon

Winston-Salem Networking Lunch, location TBD  
Raleigh Networking Lunch, location TBD

### AUGUST 15: 12 noon

High Point Networking Lunch, location TBD  
Uptown CLT Networking Lunch, location TBD

### SEPTEMBER 17: 7 am

Bryan School Alumni Association Golf Tournament,  
Bryan Park

### SEPTEMBER 23: 5:30 pm

Bryan School Reception for Homecoming,  
Room 416, Bryan Building

### OCTOBER 20: 12 noon

Durham Networking Lunch, location TBD

### NOVEMBER 17: 12 noon

Greensboro Networking Lunch, location TBD

### WINTER 2011: time TBD

Spartan Spot, Basketball season opener,  
Greensboro Coliseum  
Spartan Spot, second game, Greensboro Coliseum



CHECK FOR UPDATES ON BSAA'S NEW WEBSITE, LAUNCHING EARLY THIS SUMMER: [BRYANSCHOOLALUMNI.COM](http://BRYANSCHOOLALUMNI.COM)

## A Look Back and Forward

During Homecoming 2010, BSAA hosted a reception to honor retiring Bryan School faculty: Jim Weeks, Don McCrickard, Gerald Hershey, Bud Miles and Shelly Balbirer.

"It pleased me that so many alumni returned to bid farewell to these amazing professors," said Laura Busse, BSAA president. "They have obviously made their mark on the university and in the hearts of current and past students."

Also, social media programs have been conducted for alumni interested in learning how to use these platforms to increase awareness for their businesses and themselves. Learn more about the group's social media initiatives in the article below titled "Getting Social."

Recent BSAA Spartan Spot parties during UNCG men's basketball games at the Greensboro Coliseum were such a success, Busse said the

association now has a solid reputation with the Athletics Ticketing office. "We take great pride in being able to fill this section each time it is offered to our group and we look forward to hosting more Spartan Spot parties in 2011."

BSAA books a special area of the Coliseum behind one of the basketball goals, where alumni and friends sit comfortably at tables and have access to a private, cash bar.

Socializing is also the key to the association's monthly alumni networking lunch events held across the Triad, as well as in Raleigh, Charlotte, Chapel Hill and Durham. The purpose of the events is to let Bryan School alumni know the association is there to help them reconnect with their classmates and the UNCG campus. Attendees get the opportunity to network with fellow alumni who work and live in their area.

Meanwhile, many Bryan School alumni remain active on campus. Some are involved in student mentoring programs, serve as executive visitors to business classes, and participate in alumni panels for students looking for career advice.

### GETTING SOCIAL

**STAYING IN TOUCH** with old university classmates is fun and in many cases important, especially in today's economy. That's why universities and alumni associations across the country are beginning to use social media tools to engage alumni and build a network of graduates.

And the Bryan School Alumni Association is moving in the same direction. Its Outreach Committee, tasked with increasing association visibility and encouraging more alumni to participate in association and school events, has created Bryan School pages on Facebook, Twitter and LinkedIn. The group is also creating a website dedicated to alumni news, events and spotlights on individuals and alumni-owned businesses. The site, expected to launch in early summer, will be accessible at [bryanschoolalumni.com](http://bryanschoolalumni.com).

Leading the social media movement are alums Adrienne Cregar Jandler, president of Atlantic Webworks, and Heather Showstead, web marketing consultant/analyst with Beacon Technologies. The pair share the duties of maintaining the social network profiles they have created. "We saw social media as an obvious place where we could quickly and easily reach alumni around the world," Jandler said. "Facebook, Twitter and LinkedIn are solid tools for communicating announcements and events, and sharing networking opportunities."

The Outreach Committee also recently held a workshop for association board members on how to support the committee's efforts through their own social network activities. "Most everyone has social media accounts, but not everyone knows how he or she – as part of a larger group – can use social media

to support the efforts of the group," she said. "Sharing is a cornerstone of using social media, so we wanted to be sure that the board members were aware of how to share the information we post for our fellow alumni."

In addition to networking and staying abreast of alumni events, the alumni association's LinkedIn group provides the opportunity for alumni to post jobs and share business news of interest to the group.

"We're pleased with the response we've received from alumni and we're continuing to grow our association connections online," Jandler said. "We've got some great activities and promotions coming up this summer and we invite all Bryan School alumni to join us."



#### CONNECT WITH OTHER BRYAN SCHOOL ALUMNI

**FACEBOOK:** [FACEBOOK.COM/UNCGBRYANALUMNI](http://FACEBOOK.COM/UNCGBRYANALUMNI)

**LINKEDIN:** GROUP SEARCH 'UNCG BRYAN'

**TWITTER:** [TWITTER.COM/UNCGBRYANALUMNI](http://TWITTER.COM/UNCGBRYANALUMNI)

**WEBSITE (LAUNCHING EARLY SUMMER):**  
[BRYANSCHOOLALUMNI.COM](http://BRYANSCHOOLALUMNI.COM)

### BSAA Board of Directors

#### OFFICERS

Laura Cicerone Busse '07, President

*Salesforce System Administrator, American City Business Journals, Greensboro*

Alicia Fields-Minkins '86, President-elect

*Managing Partner, EJ's Staffing Services, Greensboro*

Kwame Williams '09 MBA, Vice President

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Heather Essic '02, '04 MBA, Secretary

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Amanda Ward '03, '05 MSA, Treasurer

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#### BOARD MEMBERS

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*Carolina Fibre Corp., Greensboro*

June Basden '83, Attorney, Carruthers & Roth, Greensboro

Laura Bennett '97, '99 MSA, Senior Tax Accountant, Piedmont Financial  
*Trust Company, Greensboro*

Chris Bishop '08, Financial Planner, New York Life, North Wilkesboro

Greg Bowman '96, Branch Manager, Robert Half International, Greensboro

Michael Cotten '02, Asst. VP/Operations Project Consultant, Bank  
*of America, Charlotte*

Tuisha Fernandes '04 MBA, Associate Director, MBA Program, UNCG

Richard Garraputa '99, Vice President, Sales & Marketing, brij, Greensboro

Lindsay Hackett '07, '10 MSA, Associate in Assurance Services,  
*PricewaterhouseCoopers, Greensboro*

Dylan Jackson '03, '05 MBA, Claims Project Manager, Republic Mortgage  
*Insurance Co., Winston-Salem*

Adrienne Jandler '92, President, Atlantic Webworks, Greensboro

Kevin Jessup '95, Principal, Salem Halifax Capital Partners, Winston-Salem

Arielle Knight '07, Dairy/DSD Category Manager, The Fresh Market, Greensboro

Douglas McGlasson '91 MBA, Materials Manager, TE Relay Products,  
*Winston-Salem*

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Rosalyn Moore '04 MBA, Marketing Information Manager, Syngenta, Greensboro

Joy Munns '02, '04 MSA, Vice President and Internal Auditor,

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Le'Mar Shore '04, Programmer/Analyst, First Citizens Bank, Raleigh

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*Beacon Technologies, Greensboro*

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Dewayne Southern '95, '96 MSA, Audit Partner, Grant Thornton, Raleigh

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*Group, Greensboro*

Ruth-Hanna Strong '96 MBA, Senior Risk Officer, Wachovia, Charlotte

Jeff Walters '04 MBA, Financial Reporting Analyst, Volvo Financial  
*Services, Greensboro*

Tom Webster '04 MBA, Vice President, Strategy & Marketing,  
*Edison Research, Chapel Hill*

### 'Textbook' Example of Giving



Brittany Atkinson '10

**SOMETIMES**, the greatest gift is the simplest. Bryan School's Student Advisory Council (SAC) followed that philosophy by presenting its 2010 Senior Class Gift to students with financial need. Five students were awarded

\$500 textbook scholarships at the start of the fall semester to lighten the burden of rising tuition and book costs.

SAC, composed of undergraduate and graduate students who are pursuing degrees in the Bryan School, serves as an official sounding board for Dean Jim Weeks. He uses the council to receive input and feedback from students on Bryan School policies, procedures and practices.

The annual class gift is a way for graduating seniors, professors and any students in the Bryan School to give to future generations of students following the same path they went through at UNCG.

"The scholarship is designed to embody the spirit of giving. In these difficult economic times, particularly for college students, the graduating class of 2010 voted to give back to their school in a special way that has the greatest impact for future graduates – scholarships," said former SAC president Brittany Atkinson. "With the help of the Business Advisory Board, we raised enough funds for the scholarships and this year we are hoping to increase that number."

Past class gifts have included the Beta Gamma Sigma key in front of the Bryan Building, picnic benches in the building's courtyard and room renovations in the Bryan 160 auditorium.

SAC, which has been active for nearly 15 years, is geared toward increased student involvement and awareness in the Bryan School. Each member is actively involved in committees and event planning that benefit their learning and provide valuable services to fellow students.

SEND US YOUR UPDATES!

[BryanAlumni@uncg.edu](mailto:BryanAlumni@uncg.edu)



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## 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.bryanschoolalumni.edu](http://www.bryanschoolalumni.edu).

Need to update your address? Visit [uncg.edu/ala](http://uncg.edu/ala) and click on address changes.

## ACING THE 'COURSE'

Marketing major **Robert Hoadley** has made his mark in and out of the classroom these days.

The sophomore honor student and two-time high school state championship golfer was recently named one of 12 semifinalists for the 2010 Sullivan Award.

The award honors the nation's top amateur athletes. Criteria include leadership, character, sportsmanship and the ideals of amateurism. The public votes online for its top choice to receive the award.

Hoadley made the All-Southern Conference golf team as a freshman at UNCG and he is an active volunteer in the local First Tee program, which makes golf more available to children.

