

HASLAM



Haslam Magazine is the premier publication of the Haslam College of Business at the University of Tennessee, Knoxville.

MAGAZINE
Winter 2021



TRANSFORMATIONAL TIES

THE HASLAM FAMILY TALKS ABOUT THE INTENTIONAL IMPACT OF THEIR GIFTS

INSIDE

International, Interrupted: Travels Cut Short and How Haslam Helped

Private Monies Fuel Food Security with the Food Supply Chain Coalition



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**IN ALUMNI
SATISFACTION**

**among executive MBA
programs, nationally**
(Financial Times, 2021)

#28

**UNDERGRADUATE
PROGRAM**

among U.S. public colleges
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PROGRAMS IN
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**IN UNDERGRADUATE
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*(U.S. News & World
Report, 2021)*

Be what's possible.

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Wall Street Journal
October 28, 2020

“Local fulfillment changes the game, undercutting the advantages of size and scale the big carriers enjoy in their national networks, raising important strategic questions for the package giants.”

Alan Amling, Global Supply Chain Institute distinguished fellow, on the ways in which distribution changes during COVID-19 may push parcel carriers to reexamine last-mile strategies.

Supply Chain Dive
October 16, 2020

“You saw what happened with PPE and the food supply chain. They broke because we didn’t have that redundant inventory to buffer for these longer supply chains that we designed.”

Wendy Tate, Taylor Professor in Business, speaking on Joe Biden’s plan for increasing and maintaining medical supply chains’ surge capacity.

Memphis Commercial Appeal
September 27, 2020

“Millions or even billions could be amply transported and stored. There is no excuse for us failing.”

Tom Goldsby, Haslam Chair of Logistics in the Department of Supply Chain Management, on the temperature-controlled supply chain’s capacity to distribute COVID-19 vaccines.

The Atlantic
August 16, 2020

“The solution has to be us, and how we treat people and understand people and love people, and how we interact with them in society. That’s a huge challenge. But it’s not government’s to solve.”

Marianne Wanamaker, Spiva Scholar and Boyd Faculty Fellow, on the role policy should play in breaking down barriers to advancement for black men in America.

Supply Chain Management Review
July 28, 2020

“You know HPO when you’re in one, because a culture of coordination and results exceeding expectations come by rote.”

Mike Burnette, distinguished fellow at the Global Supply Chain Institute, and Mike Policastro, researcher at the Global Supply Chain Institute, writing on how high-performance organizations can inspire change from the bottom up.

Wall Street Journal
July 9, 2020

“Cyber criminals are taking advantage, launching more ransomware attacks on targets like hospitals just as the medical community has been reconfiguring supply chains to cope with the pandemic.”

Ted Stank, Harry J. & Vivienne R. Bruce Chair of Excellence, writing on the need for companies to think of cybersecurity as a supply chain issue. (Daniel Pellathy co-authored.)

MIT Sloan Management Review
June 16, 2020

“Optimization will be applied to everything from production to logistics to human resource management, and analytically mature organizations should see an increase in demand for data science services.”

Missie Bowers, associate professor of business analytics and statistics and Beaman Professor of Business, on the need for prescriptive analytics during a recession. (Jeffrey D. Camm and Thomas H. Davenport were co-authors.)

Supply Chain Dive
June 9, 2020

“COVID-19 is vastly accelerating digital transformation. We just took a huge leap forward. Companies that have always taken the safe, always-as-it-was approach are suddenly looking at anything that takes touches out of the system.”

Mary Long, director of the Supply Chain Forum, on the ways in which manufacturers and suppliers are reexamining digital initiatives as a means to increase resiliency in a crisis.

The Guardian
June 8, 2020

“The important part is creating a narrative between their education, what they’re doing now for personal and professional development, and what employers are seeking.”

Marianne Wanamaker, Spiva Scholar and Boyd Faculty Fellow, on how the class of 2020 can handle entering the job market in an inhospitable economy.

IoT World Today
May 21, 2020

“We see some organizations where risk management is part of daily management and others where it’s only part of emergency response. But if you only focus on risk management as part of emergency response, it’s already past you.”

Randy Bradley, associate professor of information systems and supply chain management, on the need for daily supply chain data analysis in support of risk management.

Business Insider
July 30, 2020

“It’s a matter of trying to prioritize. If something is requested for a long time, frequently, and has strong social benefits, the consortium puts it at the top of the list.”

Wenjun Zhou, associate professor of business analytics and statistics, on Call4emoji.org, a tool she co-developed with Yunhe Feng to track requests for new emojis.

HASLAM

M A G A Z I N E

Haslam Magazine is the alumni publication of the Haslam College of Business at the University of Tennessee, Knoxville.

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It's been said that one of the surest ways to find joy during challenging moments is to do something good for someone else. I find this to be true in all times, not just in difficult ones. We often "find ourselves" when we "lose ourselves" in the service of others. This adage has manifested in myriad ways for the Haslam College of Business over the course of the past year as we, as a community, have worked our way through the challenges of the pandemic. These challenges have further brought the Haslam community of students, staff, faculty, alumni, and partner organizations together in ways that might not otherwise have been possible. We are stronger for it.

Exemplifying this spirit, the college's namesake family stepped forward in the fall of 2020 to make a second landmark investment in business education at the University of Tennessee, Knoxville. The gift will continue to impact the lives of students for decades to come. No strangers to philanthropy, the Haslam family—led in this endeavor by Natalie and Jim, Dee and Jimmy, and Crissy and Bill—understands and appreciates the value of top quality academic programs, well trained students, and impactful research on the economic and social well-being of our state and region. Learn more about the ways their confidence in the college is making a difference in scholarly and applied research in Making Research Connections (pg. 24).

Philanthropy also can impact the greater community by energizing college efforts to tackle national challenges. In one recent example, students and faculty, enabled by private giving, partnered with other universities to address the pressing and timely real world problem of hunger. The Food Supply Chain Coalition (pg. 6) pairs Haslam students and faculty with their counterparts at the University of Wisconsin and Arizona State University and with representatives from Google and Ryder Corporation. The work, focused on the three main areas of the food supply chain, shows the potential for both scalability and long-term impact.

In another example highlighted in this issue, alumni and friends made an immediate impact in the lives of Haslam students affected by the uncertainty of the COVID-19 pandemic in 2020. Many made their usual donations, or even greater ones, during a challenging year. These gifts to the College Fund directly benefited students whose lives and studies were interrupted by the pandemic. You can read more about how the college, led by Haslam's International Programs and Study Abroad office, not only brought students home safely, but continued to provide quality international business education under difficult circumstances in "International, Interrupted" (pg. 18).

We are thankful for all those who give back and forward to the Haslam College of Business through their time, talent, and treasure. As we move forward in 2021 with hope, we are proud to be Tennessee Volunteers and remain committed to making positive impacts on global well being through our Volunteer community.

With gratitude and joy,

Stephen L. Mangum
DEAN AND STOKELY FOUNDATION LEADERSHIP CHAIR
HASLAM COLLEGE OF BUSINESS

CHRISTINE HAGGERTY

At Home in The Water

When Christine Haggerty registered for a SCUBA class in 2017, her goal was to fulfill a physical education requirement for her degree at the University of Tennessee, Knoxville. Instead, she discovered a passion for diving.

At first, Haggerty felt claustrophobic and wasn't sure she wanted to continue. "My SCUBA instructors helped me feel comfortable in the water," she says. "If they didn't give such positive input at the start, I might have given up." Thankful that she didn't, Haggerty has since earned three SCUBA certifications and gone on multiple dives in local quarries and a freshwater spring near Ponce de Leon, Florida. "There are lots of fish, sunken boats, and manmade underwater caves there," she says. "It's always really fun."

While she has yet to dive in the ocean, Haggerty says doing so is her next goal. For now, she enjoys dropping in on SCUBA classes on campus and helping to reassure students who are new to diving.

Haggerty came to the Haslam College of Business with an interest in marketing, but

discovered a love for management through an introductory business administration course. Now a senior, she's majoring in management with a collateral in information management and a minor in entrepreneurship. While she doesn't see herself starting a business right away, Haggerty says entrepreneurship has piqued her interest. "It's made the idea of someday owning a business seem more attainable," she says. "That knowledge and background is always good to have."

As a freshman, Haggerty joined the Delta Gamma sorority to get to know other students. "I'm from Maryland, so I didn't have friends when I came," she says. Haggerty became the sorority's director of social events, managing the budget for large gatherings.

Following her graduation in December 2020, Haggerty joined Bechtel as a project controls engineer in Waynesboro, Georgia, just south of Atlanta. The move, coincidentally, put her much closer to the ocean, where she will be able to finally get some salt-water diving under her belt. "I'm doing cost reporting and scheduling for a power plant construction project," she says. "I'm looking forward to learning all I can in my new role." ●



1,235

In fall 2020, the Haslam College of Business welcomed 1,235 first-year students and 308 undergraduate transfer students. The new undergraduates brought a record of solid academic performance, with an average high school GPA of 3.8, average ACT score of 27.19, and an average SAT score of 1228.

ANDERSON CENTER FOR ENTREPRENEURSHIP AND INNOVATION

Seven UT student start-up businesses were awarded cash prizes in the spring 2020 Graves Business Plan Competition, with final-round pitches taking place over Zoom due to COVID-19 social distancing measures. **Rolling Storage LLC, founded by Kaleb Winders, and The Beachy Clean, founded by**

Genesee Semon, received first-place prizes of \$5,000 each in the growth business and lifestyle business categories, respectively. In the growth business category, second place and \$3,000 went to Manan Desai's Got Beef, with Citiwrks LLC, founded by Ankush Patel and Vijay Rajagopal, placing

third and receiving \$2,000. Among lifestyle businesses, Beatriz Satizabal's Crafted in Columbia won second place and \$3,000, and Allison Campbell's Fluffy Friends for Children with Chronic Conditions and **Tamesha Bolden's WolfPack Financials** tied for third place, receiving \$1,000 each.

COLLEGE WIDE

Extraordinary Academic Achievement honors are awarded to UT undergraduates who exhibit extraordinary scholarship. The 23 Haslam students honored in spring 2020 were:

- Cooper Atteberry
- Ashleigh Attias
- Colton Campbell
- Andrew Craig
- Abigail Craine
- Jacob Fleschman
- Matthew Garcia
- Landon Gray
- Linden Hardee
- Patrick Hayes
- Kali Holt
- Nathan Jay
- Joseph Maxwell
- Kelly McDonnell
- Elise Ommundsen
- Ruth Reason
- Laura Skipper
- Angela Sullivan
- Chip Thomas
- Annie Tieu
- Luca Wiedenmann
- Hunter Wolcott
- Jacob Yelich

AEROSPACE & DEFENSE MBA

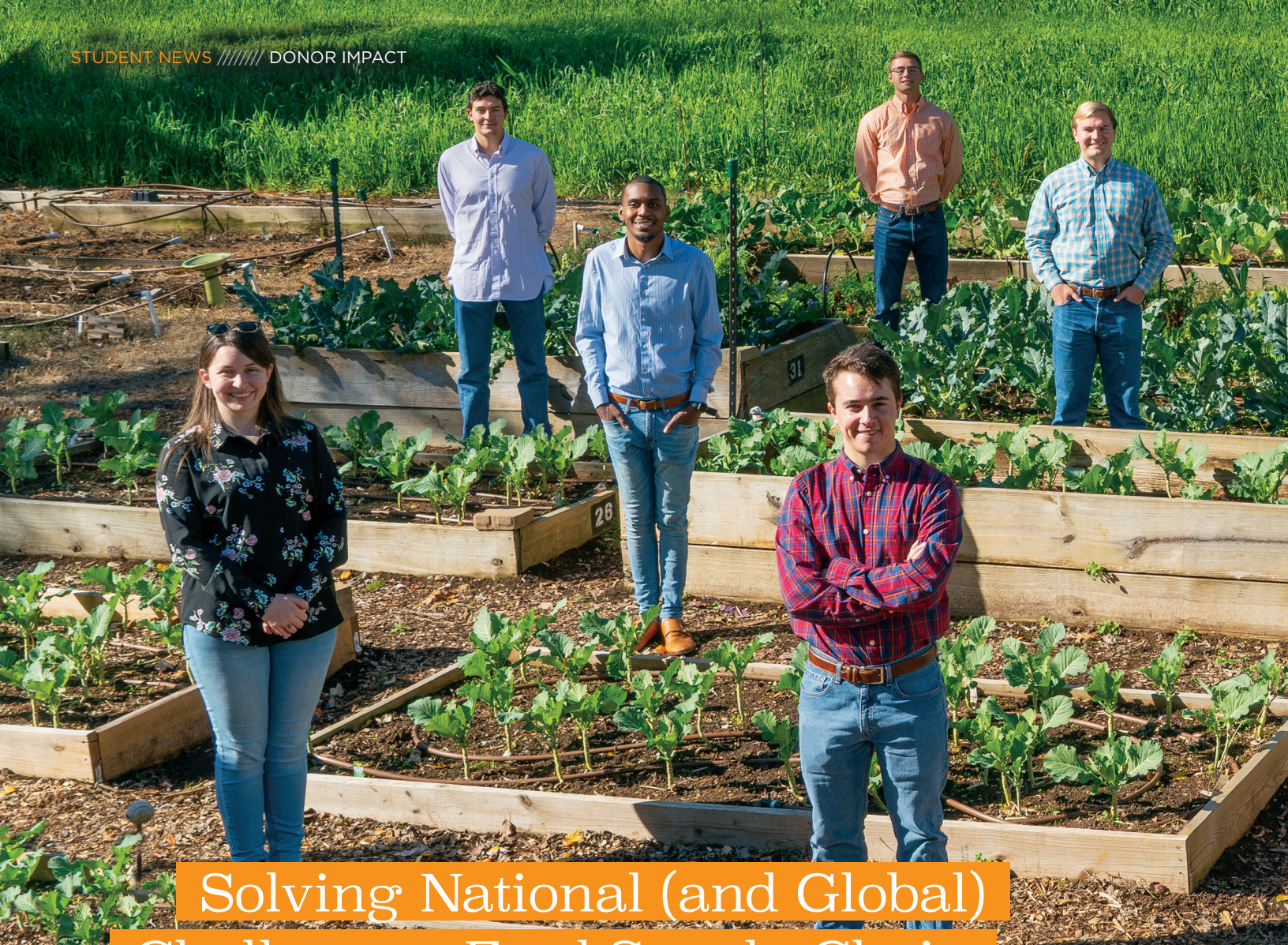
Aerospace & Defense student Scott A. Jensen received the Leo Marquez Award, which recognizes base-level military and civil service aircraft, munitions, and missile maintenance personnel for excellence.

BUSINESS ANALYTICS AND STATISTICS



Meghan Davis and Ryan Jayne were selected as the inaugural recipients of the Red Castle Fellowship.





Solving National (and Global) Challenges: Food Supply Chain Coalition Takes Aim at Hunger

Since the COVID-19 pandemic began, the need for food assistance in the United States has increased 60 percent while a third of the nation's food banks have closed their doors.

Even as demand soared at food banks, farmers struggled to sell their produce as the restaurant industry took a tremendous hit. With surpluses on one side and scarcity on the other, the nation is facing a growing food gap that is hurting both farmers and citizens in need.

The problem inspired a unique partnership between the Haslam College of Business, the University of Wisconsin, and Arizona State University, with input from corporate partners Google and Ryder. Funded by a private grant, the Food Supply Chain Coalition is a nationwide effort to fight hunger by optimizing supply chains. Second-year students from Haslam's Tri-Continent Master of Science in Supply Chain Management program participated in the project, each tackling a specific piece in a many-sided puzzle with the overarching goal of solving real-world problems in the food supply chain. Their efforts have fallen into three main categories:

FOOD GATHERING

Student Madison Rinio worked with the Society of St. Andrew, a national gleaning organization, on one facet of the project through the location and gathering of food that might otherwise be wasted.

"I've gotten to see every side of the gleaning experience, from farming to collecting excess fresh food from different agencies," says Rinio. Her hands-on work in the organization's local garden has given her insight into the challenges of farming. "As a businessperson, it's easy to sit back and say the supply chain should be efficient, but I've been able to see that the growing process can't be rushed."

She also helped the organization standardize its partners and streamline the flow of donations. "It's been interesting to see the hoops they have to jump through to get food where it needs to go," she says. Rinio calls this, one of the most difficult parts of the process, the right thing to do for communities and the environment.



The students gathered at Concord United Methodist Church community garden where Madison Rinio has worked with the Society of St. Andrew. **FRONT ROW** (left-right): Madison Rinio, Scotty Howe, Mickey McDonagh; **SECOND ROW**: Garrett Westray, Matthew Moore; **THIRD ROW**: Spencer Pennisi, Nick Lauerman, Ryan Lile, Brian Cucchi; **BACK ROW**: Jack Thomas Manion. Not pictured: Maggie Sparks.

CONNECTING EXCESS WITH NEED

Connecting food banks with food to stock their shelves is another important element of the project. Several students worked to develop an e-commerce platform, FoodSource USA, to link food producers who have a surplus with food banks who want to purchase those goods at a reduced cost.

Student Spencer Pennisi analyzed the Tennessee Department of Agriculture's meat processing practices with a goal of adding stability to poultry production and distribution in the supply chain. "I started by looking at the constraints for the industry and how processes could be optimized," he says. "The goal is to ensure there's enough meat for everyone in need."

Tackling a food supply chain management problem on campus, Ryan Lile worked on a recovery program to direct food that would otherwise be wasted to the University of Tennessee's Culinary Institute. "This will help the institute and feed fellow students who are struggling with hunger," Lile says. "I'm working on a feasibility study to get the program approved."

PROCESS OPTIMIZATION

Several more students worked to improve processes for Second Harvest Food Banks in the region. Some identified the best locations for distribution centers, taking fuel consumption costs into account. Others tackled transportation, determining ideal routes for deliveries and looking at the pros and cons of purchasing vehicles versus leasing them. A third team reviewed warehouse operations and came up with new strategies to streamline tasks.

Haslam students and faculty found the Food Supply Chain Coalition project, which could continue to be refined and implemented with additional funding, personally satisfying. "There has never been more need for supply chain expertise in humanitarian settings," says Mary Long, director of Haslam's supply chain forum and leader of the project. "Students who get a taste of this work understand how rewarding and purposeful it can be."

"I'm so proud of this class," adds Andrea Sordi, clinical professor of supply chain management. "They have truly embodied the Volunteer spirit." ●

BRADY FERNANDES

Threads of Purpose

At age seventeen, Brady Fernandes started a business with a purpose. His idea, a t-shirt brand called Patriot Threads, emerged as part of a high school capstone project. But he wanted his business to have a philanthropic goal, so he chose a cause that's important to him: supporting veterans.

Through his grandfather, Fernandes was already involved in local nonprofit organizations that serve veterans. "For the most part, my generation hasn't experienced war, and caring for veterans isn't usually on our minds," Fernandes says. "I wanted to change that by starting a grassroots movement to support those who have served."

Fernandes approached his father with the idea to start an apparel company that would donate 20 percent of sales to nonprofits. "My dad invested \$2,000 to help start the business and gave me the role of CEO," he says. "It was a unique opportunity to try out my business ideas in the real world."

Meanwhile, Fernandes pursued a marketing degree with a collateral in entrepreneurship at the Haslam College of Business. "Being able to take things I was learning and apply them directly to Patriot Threads gave me a thorough understanding of business concepts," Fernandes says. "I'm a hands-on learner, and I was lucky to have that chance."

Patriot Threads has changed courses several times over the years. "We went from generic patriotic merchandise to more niche designs," says Fernandes. "Ultimately, the challenge was identifying our target market." Today, the company sells regional apparel and designs tied to specific organizations. Patriot Threads



has grossed more than \$100,000 in total sales, donating \$25,000 of it directly to veteran nonprofits. Recently, the company partnered with Project Healing Waters Fly Fishing, an organization that provides physical and emotional rehabilitation to disabled veterans. "This partnership is good for both of us," he says. "We're happy to be plugged into a nonprofit that we really believe in."

After graduating in December, Fernandes became a sales account

executive at P&G in Charlotte, N.C. He hopes to continue working with Patriot Threads on the side.

Interacting with veterans and hearing the wisdom they have to share is the most satisfying element of Fernandes's endeavor. "At one event, a World War II veteran thanked me very sincerely for what I'm doing," he says. "It made me realize the impact of this is much bigger than the funds we're donating. It's about showing veterans that we care." ●

CONNECTING WITH STUDENTS



Cindy Raines loves being in the classroom. “My classes are very interactive,” says Raines, a distinguished lecturer in marketing at the college. “I love connecting with my students, keeping up with them post-graduation, and staying a part of their professional lives.”

When the pandemic forced a shift to remote learning, she brainstormed a way to forge connections with her remote learning students. During the first few weeks of the fall semester, she scheduled a 20-minute Zoom meeting with each of her 110 students. The time investment has paid off in the students’ comfort levels with the professor, their groups, and interacting with one other in a virtual classroom. “I also encouraged the students to get to know each other better, allowing time for in-class, get-to-know sessions and collaborative group activities,” Raines says. “I’ve gotten positive feedback and seen the students really participate, even in the virtual setting.”

Two of Raines’ students are profiled in this issue of *Haslam Magazine* (see *Student Spotlight* on page 4 and 8). Her efforts embody those of the many Haslam faculty members who went to extraordinary lengths to connect with students this year.

OFFICE OF DIVERSITY AND COMMUNITY RELATIONS

The Office of Diversity and Community Relations offered its three free pre-collegiate summer programs virtually for the first time, providing **college readiness programming** for 35 high school students from across the country.

OCDR hosted its first **virtual professional development trip**. Haslam College of Business students were able to visit virtually with E&J Gallo, Under Armour, Pilot Company, and Dell Technologies. Students were selected after filling out an application and submitting

an essay and resume. Those selected were immersed in learning the partner organizations’ strategic outlooks on leadership, diversity, and professional development.

Students in the **TakeOff Program** had the opportunity to participate in a virtual site visit with Knoxville’s RCN Technologies. Participants were introduced to the small business outlook and internship/career opportunities with RCN and received tips on how to develop their professional and leadership skills.



OCDR held two sessions of its **Diverse Alumni Speaker Series (DASS)**. Diverse Haslam alumni shared their personal stories and gave current students valuable advice on ways to navigate UT and Haslam.

Jasmen Grant (HCB, '19) was one of two kickoff speakers.

MARKETING



Chloe Pigue was awarded with a digital marketing scholarship from 10x digital, a marketing agency based in Greenville, South Carolina.


Now in its second year, the student-led **AMAze** group has been working with four corporate partners to develop solutions to challenging business problems related to market strategy, branding, and social media presence. Advised by Cindy Raines, distinguished lecturer, the group operates through UT’s chapter of the **American Marketing Association (AMA)**.

The Professional Sales Forum

brought students and corporate partners together virtually for a highly successful mega-recruiting event, educational series, and the program’s largest ever sales competition. The forum’s executive director, Tom Van Dorselaer, credits much of the forum’s success to the exceptional talent of Haslam students and the strong commitment of its corporate partners, who established new scholarships this year to serve underrepresented student populations in support of the forum’s drive toward improving diversity in the sales profession.



Daniel Flint, Regal Entertainment Group Professor.



Apply business science to sports and what do you get? In 2002, it was a research paper that found NFL coaches punt too often on fourth down. Before that, Oakland Athletics general manager Billy Beane revolutionized baseball by favoring statistics over scouting instincts. Economics and analytics now influence sports strategy from draft picks to league schedules.

Eric Boden, a 2020 graduate of the University of Tennessee, Knoxville's Haslam College of Business, may have found the next convergence: supply chain management and the sideline.

Cramming a hundred or more 200- to 400-pound players, coaches, staff and equipment into a space measuring roughly 250 square yards (each team's approximate sideline area) takes organizational expertise. Complicate the system with strategic coaching preferences and travel destinations that change weekly, and you have a logistical nightmare—or a supply chain management major's dream.

"I'm always thinking about sideline organization and equipment management in terms of supply chain management," Roger Frazier, director of equipment and apparel for Tennessee Athletics, says. "It is our responsibility to make sure that everything is organized and in place on a daily basis for practice and games. Our job is to make sure that we operate as efficiently as possible."

"When I heard that and started to

Recent Graduate Uses Logistics to Help Football Teams Better Manage Equipment

“I speak with Roger more, I thought I’d won the lottery,” Boden says. “It comes down to four key themes we learn on the first day of our operations management class: cost, quality, time and flexibility.”

Boden approached UT’s athletics department as a lifelong fan looking to incorporate some aspect of the football program into his business honors thesis in supply chain management. A few discussions in, equipment management seemed a perfect fit.

“Equipment management is about understanding the attributes and performance goals of the inventory the team has on hand,” Boden’s thesis advisor, Lance Saunders, assistant professor of supply chain management, says. “Balancing conflicting goals in a set amount of space is the nexus of the challenges that retailers like Walmart face regarding inventory.”

Boden’s first conversation at UT led him to interviews with equipment managers at two NFL teams and four Power Five schools, among other collegiate and high school football staff members. The inventory complexity increased markedly at the professional level, where players have customized gear and teams play multiple days per week at destinations across the US.

“Depending on the week, we may be flying or transporting our equipment by truck; the mode of transportation we use impacts our volume,” one participant from the NFL told Boden. “We have to be able to carry inventory that fulfills player-specific needs rather than one-size-fits-all.”

In the football environment, quality equipment equals player safety, which all participants said was their top priority, most citing the chronic traumatic encephalopathy (CTE) findings announced in 2002. Boden points to the NFL’s helmet safety guidelines and vendor partnerships following the CTE findings as an equipment-decision victory across the sport that Power Five collegiate teams could learn from.

“Although Power Five conference programs are extremely collaborative, they rarely compare them-

selves to other programs,” Boden writes in his thesis. “Each program feels that their equipment decisions are best for their program without even understanding if another program is excelling in that area.”

In practical terms, this translates to coaches running their sidelines as a form of signature. Rather than copying model programs, coaches often have specific preferences for who and what should go where. Saunders argues that supply chain management could bring the science of efficiency to sidelines as well as locker rooms and away-game equipment shipping.

“Right time, right place, right size. That’s supply chain 101,” Saunders says. “Football does this in a constrained environment, balancing quality with cost. A lot of programs aren’t necessarily designing a sideline that aligns with their competitive priorities.”

Many of Boden’s research participants agree. One of his collegiate contacts noted the impact Boden’s work could make in professional baseball and set up a meeting for him with staff members at the Atlanta Braves last spring.

“With baseball you have a brutal schedule and an even greater variability aspect,” Boden says. “They have to travel at 1:00 a.m. and cross multiple time zones, taking all kinds of player preferences into account. We were talking about my dream job before COVID-19 disrupted all of sports.”

Boden took a more traditional supply chain position, which he points out might be the better career move. But Saunders believes that the supply chain research will become increasingly relevant this season, with COVID-19 creating greater economic pressures for all sports and more potential for schedule variability.

“The global pandemic is creating uncharted territory for sports at the collegiate and professional level,” Saunders says. “We’re seeing programs across the country announce cuts. They’re going to begin looking toward a more businesslike mentality of reducing cost without compromising service, quality or other key outcomes.” ●



AIM PhD student Xi Ai received an Excellence in Reviewing Award from the International Accounting Section of the American Accounting Association. The award was given to only 10 reviewers this year.

ACCOUNTING AND INFORMATION MANAGEMENT

MAcc student **Nathan Yeo** won the Federation of Schools of Accountancy Achievement Award.

Luis Acurero, Audree Duncan, Dani Faragi, and **Briana Williams** won Certified Management Accountant Exam scholarships.

Beta Alpha Psi designated UT's student chapter with Superior Chapter status. At the BAP virtual annual meeting, chapter president **Maddie Rhoton** was part of the team that won the **Project Run With It** competition, which furthers the community service component of BAP and provides members with an opportunity to engage in a real-world consulting project. The chapter was awarded a cash prize, a plaque, and a certificate.

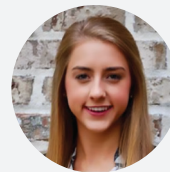
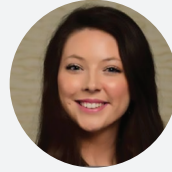


The Public Company Accounting Oversight Board, a nonprofit corporation that oversees auditors of issuers and broker-dealers, named **Racquel Gomez** as one of their 2020-2021 PCAOB Scholars.

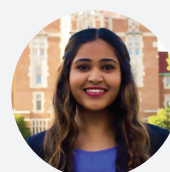
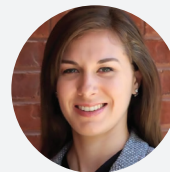
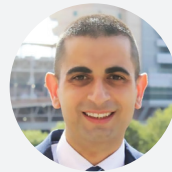
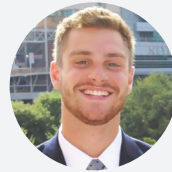
The UT student chapter of the **National Association of Black Accountants (NABA)** won the NAACP Image Award from the University of Tennessee, Knoxville, chapter of the NAACP.

SUPPLY CHAIN MANAGEMENT

The R. Gene and Nancy D. Richter Foundation and the Institute for Supply Management (ISM) selected Spencer Strei to receive the 2020 R. Gene Richter Scholarship.



Above, left to right: Maddie Rhoton, Victoria Heavey, and Miranda Clark

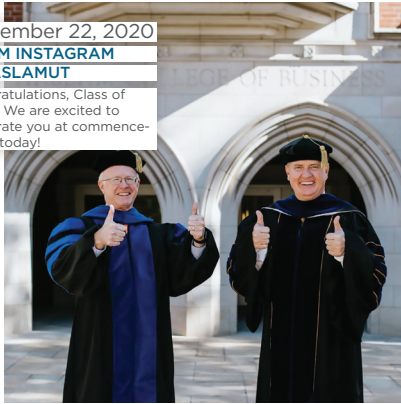


The Tennessee Society of Certified Public Accountants (TSCPA) awarded scholarships to 17 Haslam students. Three of the students won named scholarships: Miranda Clark (Richard L. Townsend Scholarship), Victoria Heavey (Calvin and Jane King Scholarship), and Maddie Rhoton (Will J. Pugh Scholarship). The other TSCPA scholarship recipients included: Matthew Brown, Edward Bulinski, Eleanor Bursi, Ashley Clevenger, Dani Faragi, Madolyn Fishburn, Brandon Gilliam, Morgan Gupton, Alison Harper, Grayson Linde, James Mainland, Madison Moats, Annie Tieu, and Karim Zaouk.

Clockwise, from bottom left: Chris Perez, Alison Harper, Grayson Linde, Morgan Gupton, Dani Faragi, Brandon Gilliam, Eleanor Bursi, Ashley Clevenger, Edward Bulinski, Madolyn Fishburn, Madison Moats, Annie Tieu, Karim Zaouk, Adhya Annapureddy

November 22, 2020
FROM INSTAGRAM
@HASLAMUT

Congratulations, Class of 2020! We are excited to celebrate you at commencement today!



October 19, 2020
FROM INSTAGRAM
@HASLAMUT

@womenofhaslam said THANK YOU to the frontline workers at @easttnchildrens with 540 cards and 30 posters!



October 7, 2020
FROM INSTAGRAM
@HASLAMUT

Last week @utk_akpsi celebrated World Smile Day by painting pumpkins at Worlds Fair Park!



September 22, 2020
FROM INSTAGRAM
@HASLAMUT

Shoutout to @MSUTNews philanthropy team and members who volunteered with Mobile Meals last week!



SHRM's kickoff meeting in September.

MANAGEMENT & ENTREPRENEURSHIP

UT's **Society for Human Resource Management** (SHRM) student chapter was awarded a 2019-2020 Outstanding Student Chapter designation by national SHRM. The group was recognized for providing superior growth and development opportunities to its members.

The Strategy, Entrepreneurship, and Organizations (SEO) PhD program welcomed three new doctoral students this fall: **Becca Arwine**, **Tan Kim**, and **Gavin Williamson**.

Ace Beorchia and **Gavin Williams** presented their research at the Academy of Management annual meeting. Jaewoo Jung and Trey Lewis facilitated professional development workshops.

Annika Fischer was awarded scholarships from the National Society of Human Resource Management and the Tennessee Valley Human Resources Association (TVHRA). She was named student of the year by TVHRA.

Jaewoo Jung, PhD candidate in Haslam's strategy, entrepreneurship, and organizations program, was one of only 26 doctoral students worldwide chosen to participate in the Babson College Entrepreneurship Research Conference's translation showcase.

Olivia Ray, grad student in management and human resources, was awarded the Joseph P. Goddard Scholarship at the Tennessee Society of Human Resource Management 2020 Conference.

Ashley Roccapriore and **Jaewoo Jung** presented their research at the annual Southern Management Association annual meeting.



Above, top to bottom: Jaewoo Jung, Annika Fischer





TRANSFORMATIONAL TIES

A landmark 2014 gift to the business school from three generations of the Haslam family fueled a transformation in undergraduate education, research, and experiences at the college that continues today. The \$50 million gift not only created the Haslam College of Business, it helped to position it as a top-tier business school.



//
There's a legitimate feeling inside the school and around the country that the Haslam College of Business is set to become one of America's leading business schools."

—BILL HASLAM

"OUR ENTIRE FAMILY IS SO IMPRESSED..."

With a desire to see the upward movement continue, Natalie and Jim Haslam, Dee and Jimmy Haslam, and Crissy and Bill Haslam made an additional \$40 million gift to the college in 2020 that seeks to attract excellent faculty hires, move diversity initiatives forward, increase undergraduate honors programming, and fund graduate student scholarships.

"Our entire family is so impressed with the progress the college has made in the last several years under Dean Steve Mangum's excellent leadership," says former Tennessee governor Bill Haslam, speaking on behalf of the Haslam family. "There's a legitimate feeling inside the school and around the country that the Haslam College of Business is set to become one of America's leading business schools."

The six Haslam family members worked closely with Mangum and others within the college for several months to craft a specific plan for the new commitment. "We wanted to build on the momentum that's here," Jimmy Haslam says. "The progress the college has made over the last several years and its future potential make us excited and happy to do this."

The timing was important to the Haslams because of current leadership at both the university and college levels. "We have excellent leaders right now with Chancellor Plowman, President Boyd, and Dean Mangum," says Dee Haslam. "We feel that they will be able to take the university—and especially the Haslam College of Business—to heights that we cannot yet imagine."

ATTRACTING WORLD-CLASS FACULTY

Hiring faculty members who are highly regarded in their fields was a priority for the previous gift, and it remains so in the latest Haslam family commitment. Recruiting such faculty from other universities requires incentives to draw them, such as endowed professorships and ample funding for summer research.

Over the past several years, the college has hired several outstanding faculty members known for their research and publications, including Linda Myers in accounting and Tim Pollock in entrepreneurship. (Read

more about the impact of Myers and Pollock on page 24.) The new gift provides funding to hire a prominent faculty member in business analytics. “One of the things Dean Mangum has proven is that when you bring in world-class faculty, positive results follow,” says Bill. “He identified some specific positions that could be added to continue the school’s upward trajectory in rankings and reputation.”

The addition of “tent pole” faculty members creates energy and magnetism that helps the college attract more excellent faculty members and doctoral students. “They do great work that helps to build the college’s reputation,” says Charles Noble, associate dean for faculty and research. “The ability to hire a handful of them sprinkled across departments has been amazing.”

As the Haslam student body grows, the college also needs to hire more faculty members to help lower class sizes, ensure that students have access to individual attention and mentorship, and expand research output. The new gift will create a large number of additional professorships and chairs over the next five years.

BUILDING A DIVERSE, HIGH-POTENTIAL STUDENT BODY

Fostering diversity and inclusion in the college’s faculty and student body also is emphasized in the 2020 gift. “Our family firmly believes that public education is the most effective way to address inequality in our society,” Jim Haslam says. “We want to make certain that people from all types of backgrounds have the opportunity to get a high-quality education.”

The new gift’s diversity initiatives focus on Business Education for Talented Students (BETS), the college’s 12-day summer residential program designed to introduce rising high school seniors from diverse backgrounds to the various fields of business. “Through the addition of targeted scholarships, our goal is for more than half the students who complete BETS to return as Haslam students,” Jimmy says. “We’d love to see them graduate, start businesses, and succeed.”

Making BETS a priority strengthens the college’s efforts toward recruitment, retention, education, and placement of underrepresented student populations. “This focus on diversity and inclusion not only supports the college’s mission,” says Clarence Vaughn, director of Haslam’s office of diversity and community relations,

“it also improves our communities as those students go back out into the world.”

In addition, the gift expands endowment-backed scholarships to attract top-tier graduate students and increases funding for undergraduate honors programming. Over time, the college will use the additional funding to extend access to honors-level business courses and programs such as Smith Global Leadership Scholars (GLS) and the Heath Integrated Business and Engineering Program (Heath IBEP). The target aims to increase undergraduate participation in honors programming to 10 percent of the student population by 2025.

PLANNING A WIDER IMPACT

The University of Tennessee, Knoxville, Chancellor Donde Plowman says having a named college such as Haslam boosts the reputation of the entire university. “When generous donors like the Haslams step forward, it not only ensures the college has the resources it needs to recruit the best students and faculty and conduct important research, it also inspires others to give across the institution,” Plowman says. “That’s how we build the momentum that can transform a university.”

The family also hopes its investment makes a profound regional impact. “One way to judge a business school is by the quality of jobs offered to its graduates, and by looking at where these men and women are five or 10 years from now,” Jim Haslam says. “The success of our graduates will directly impact the health of our communities and the state of Tennessee.”

Dean Steve Mangum is grateful for the Haslams’ remarkable dedication to the college. “They’re singularly focused on expanding high-quality educational opportunities that attract best-in-class student talent,” he says. “When we have excellent students and top-quality academic programs, we attract world-class business organizations to Tennessee because they benefit from the talent coming from our campus.” ●

INTERNATIONAL WINTER INTERRUPTED

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28.02.2020
TEGEL AIRPORT



MARCH 2020 // BARCELONA, SPAIN

On a train between the airport and the city, Emma Kreiss began to feel sick. “At first I was just really tired,” she says. “I remember leaning against a pole on the train and almost falling asleep.”

Assuming she was exhausted because of her weekend in London, Kreiss took a long nap, but fatigue followed her through the next week.

A sophomore in marketing with a concentration in international business, she had been studying abroad in Barcelona since January. Now the world around her was beginning to shut down amidst the COVID-19 pandemic. Knowing they would soon be sent back to the United States, Kreiss and her four American roommates decided to enjoy the local fare one last time. “That’s when I realized I couldn’t taste anything,” Kreiss recalls. “I still didn’t feel very sick, but I knew something was wrong.”

A few days later, she flew back to the states. The airport was packed with people trying to get home in the midst of an unfolding global crisis. When she reached New York, health officials questioned Kreiss about her recent travel and current symptoms. They put her on a flight to Knoxville the following morning and urged her to get tested as soon as she got home. Following these recommendations, she tested positive for COVID-19.

By the time of her diagnosis, she’d had the virus for more than a week and was starting to feel better. While in quarantine, Kreiss processed her experiences and considered her academic situation. “Haslam’s international programs and study abroad (IPSA) office had done a great job of keeping us informed about what was going on,” says Kreiss, who emailed director Sara Easler about her positive test. “She immediately set up a Zoom call to check on me.”

SOLVING THE LOGISTICAL PUZZLE

Haslam’s IPSA team watched with trepidation as events unfolded in Europe. The reality of the situation hit home for Easler, who was scheduled to give a presentation in Rome but had to cancel her flight the day before departure. “My family was coming with me,” she says. “If we’d gone, we would have been stuck in Italy for weeks.”



While in Spain, Kreiss visited several European cities: Liverpool, Seville, Amsterdam, Paris, Berlin, and London.

“This summer, IPSA offered counseling services and workshops to help us navigate the stress and disappointment we were feeling.”

—EMMA KREISS

As the pandemic hit, Haslam’s IPSA team had to bring home 73 students who were studying abroad in 18 countries. They also needed to replace coursework for 344 additional students who had planned to study abroad during the summer.

“It was a tricky few weeks as we realized the full scope of the crisis,” says Easler. “The news changed daily and we had to shift our plans to anticipate many potential scenarios.”

As students struggled to adjust their plans, the IPSA team spent time counseling them. Striving to keep communication lines open to ease student tensions, Easler says the office received positive feedback from appreciative students.

Students also reached out to each other to offer support. Joe Roebuck, a junior in supply chain management and president of Haslam’s international business club, started an online support group for students whose plans were interrupted. “It was nice to be able to tell our stories,” he says, “and remember that we weren’t alone.”

One complication was the need for students to continue their studies unin-



errupted. If there is a pause of more than a few weeks, undergraduates are technically withdrawn from the university, creating an enrollment gap that can interfere with federal aid. Because of the extraordinary circumstances, the federal government relaxed those rules.

IPSA also transfers in about 2,200 credit hours per year from international universities when students study abroad. Without that resource, the team wondered if Haslam professors would need to teach additional courses to supplement. In the end, all students who came home early from their study abroad programs were able to continue with distance learning through their international universities, although Haslam faculty also taught 541 hours of “emergency credit” to shore up the need for interrupted or cancelled summer, fall and spring coursework.

The initial transition solved, IPSA looked ahead to another problem looming in the global chaos: if study abroad programs continued to be impossible for a year or more, how would international business students gain the experiences they needed to graduate?

PIVOTING INTERNATIONAL PROGRAMS

Remote learning options would need to be created to replace international programs, and quickly, to keep students on a path to graduation.

“We knew we couldn’t just sign waivers, because that would undermine the value of the degree,” says Easler. “We focused on highly interactive experiences, such as virtual internships, international research, and consulting projects.” Students also had the option to participate in international business case competitions and area studies. This year, the office also launched a series of free online cultural competency programs, which are available to the full univer-

sity community. Participants earn Canvas badges and LinkedIn certificates for completing the self-paced modules.

Many of the programs are curricular options IPSA has long wanted to add. This year, they’ve been able to focus their energy and build out an impressive array of options that are now available to students both inside and outside the Haslam College of Business. “Not only are these great academic and co-curricular experiences, most of them are offered for free, removing one of the largest barriers to student engagement with international programs,” Easler says. “These offerings will definitely stay with us long after our regular study abroad programs resume.”

ABROAD AGAIN

For her part, Kreiss is looking forward to a day when she can travel again. She’s tentatively planning to study abroad next fall and hopes international experiences will continue to be part of her story for years to come.

“I’ve always wanted to live in another country, and that hasn’t changed,” says Kreiss. “I love having new experiences and meeting people from all over the world. Even though it was cut short, studying abroad this year and experiencing what I did was an awesome experience.”

While plans remain tentative for international programs in the coming year, most faculty-directed programs remain in place for summer 2021.

Looking back at a tumultuous year, college administrators are proud of IPSA’s efforts. “Demonstrating compassion and flexibility, Easler and the IPSA office worked with students to provide creative alternatives to keep them on track for graduation,” Lane Morris, associate dean of undergraduate studies and student affairs, says. “They reinforced the college’s long history of commitment to our students.” ●

Supporting Fellow Students

Staying with a host family in Vina del Mar, Chile, Joe Roebuck heard about Haslam students leaving early from study abroad programs in Europe, but refused to believe the pandemic would impact him in South America. A junior majoring in supply chain management, Roebuck arrived in Chile in mid-February and enjoyed making new friends, studying international business, and putting his Spanish language skills into practice. “I was on a sightseeing trip with friends when I got the news: we were being sent home,” he says. Four days later, Roebuck climbed aboard a plane to the U.S. “It was devastating.”

As president of Haslam’s international business club, Roebuck wanted to help other students who were struggling emotionally with interrupted plans. “We created an online support group,” he says. “Everyone was going through their own problems and it was nice to be able to tell our stories and remember we weren’t alone.”

In the near future, Roebuck hopes to return to Chile and hike Patagonia. “And one day,” he says, “I’d love to work abroad.”

Photo by Michael Larson



Roebuck with his newfound family in San Pedro de Atacama, Chile, days before his unexpected departure.



Latino-Owned Businesses

SLOW TO GROW



The number of minority-owned businesses in the United States is on the rise. As ethnic minority groups migrate to new destinations, how does an increased minority population impact minority business formation and growth? In a recent study of Latino-owned businesses in the United States, researchers at the University of Tennessee, Knoxville’s Haslam College of Business and College of Law found that a higher Latino population rate encourages Latino business formation but that these businesses are slow to grow.

“Latino Business Formation and Growth in New Latino Destinations: A Social Capital Perspective,” co-authored by Adrian “Ace” Beorchia, a PhD candidate in strategy, entrepreneurship, and organizations; David Gras, assistant professor of management and entrepreneurship, and Eric Amarante, associate professor of law, was chosen as Best Conference Paper Proposal for the 2020 Advancing Management Research in Latin America Specialized Conference. The event was scheduled to be held in Mexico City in April but was cancelled due to the COVID-19 pandemic.

Using county population and minority business data, the researchers found that although the number of Latino-owned businesses in the US has more than doubled since 1996, Latinos are scaling their businesses more slowly than other ethnic groups, particularly in terms of employment. While Latino-owned enterprises account for 24 percent of new US startups and 13 percent of the nation’s businesses overall, they comprise only 6 percent of employer businesses (defined as those having at least one paid employee).

A number of factors play a role in the relatively slow growth of Latino-owned firms. For example, the researchers found that although the community solidarity in ethnic enclaves such as Miami’s Little Havana can reduce or eliminate some business expenses, this solidarity comes with a downside.

“Ethnic enclaves create their own economic ecosystem, which protects its members from outside discrimination,” Beorchia said. “However, ethnic minority business owners may also experience lack of access to important resources outside of the ethnic community, such as information, loans, capital, suppliers, and customers.”

Connecting with these resources can be even more challenging for Latinos who migrate to newer ethnic communities. Historically, US Latino populations have been concentrated in established immigrant destinations such as New York, Texas, and California. However, better work opportunities, lower cost of living, and lower crime rates are increasingly attracting Latinos to places as widespread as Tennessee, Delaware, and South Dakota. These newer Latino communities often have little interaction with non-Latino populations.

“Latinos endure fear and mistrust in new destinations that lead to increased isolation from mainstream culture,” the authors wrote. “They may be perceived simultaneously as not fully American, nor fully from their native country.”

The researchers’ findings suggested that in new destinations, even more than in traditional ones, a larger Latino representation correlates with a higher number of Latino-owned businesses. However, the isolation of these newer Latino communities means their access to crucial social capital—potential resources available through social networks—is limited.

“While strong ties like family members or close friends are useful to obtain resources quickly,” Beorchia said, “weak ties such as friends of friends are extremely beneficial in providing diverse and important resources unavailable through strong ties.”

Expanding Latinos’ access to social capital creates growth opportunities not only for Latino-owned enterprises, but also for the national economy as a whole. The study showed that if Latino businesses grew at the same rate as non-Latino businesses, they would add 5.3 million jobs to the US labor market.

“We believe that as Latino and non-Latino businesses work together, the results will benefit all businesses in a community,” Beorchia said.

“Latino Business Formation and Growth in New Latino Destinations: A Social Capital Perspective” is available in the *Academy of Management Global Proceedings: Mexico*, Issue 2020. ●

In 2021 rankings by *U.S. News & World Report*, the college's undergraduate programs rose to No. 28 among public schools, up three from last year. Among all schools, the college climbed to

No. 44, up six spots nationally from 2020.

RANKINGS

#2

Gartner Inc. ranked the graduate supply chain program No. 2 among programs in North America.

In *U.S. News & World Report* rankings, the undergraduate supply chain management program rose to fourth among public schools, up from sixth last year and ranked fifth nationally, up from seventh in 2020. The graduate supply chain management programs are also fourth among public universities.

In the *Financial Times'* ranking of Top 100 executive MBA programs, Haslam is No. 1 for alumni satisfaction among U.S. programs. Its research ranks No. 10 among U.S. public colleges and No. 53 worldwide. The Haslam MBA ranks No. 97 among all MBA programs worldwide.

#1

Modern Healthcare's annual ranking of healthcare MBA programs by size places two of Haslam's executive MBA programs at the top. Together,

the Physician Executive MBA program (PEMBA) and Executive MBA for Healthcare Leadership (EMBA-HL) ranked No. 1 among public institutions and No. 3 overall for 2020.

The undergraduate accounting program placed 24th among public schools and 52nd nationally in rankings by *U.S. News & World Report*.



Wharton Research Data Services (WRDS) and SSRN honored the **Haslam College of Business** with the WRDS-SSRN Innovation Award.

COLLEGE

THE 2020 HASLAM SUMMER SCHOLARS RESEARCH AWARDS PROGRAM AWARDED 28 GRANTS TOTALING \$683,000 TO FACULTY MEMBERS TO CONDUCT HIGH-QUALITY RESEARCH:

Chad Autry, Supply Chain Management—Martin and Jean Mills Faculty Fellow

Michel Ballings, Business Analytics and Statistics—Janet and Jeff Davis Faculty Fellow

John Bell, Supply Chain Management—Stewart Bartley Family Faculty Fellow

Neeraj Bharadwaj, Marketing—R. Stanley Bowden II Faculty Fellow

Celeste Carruthers, Economics—James and Joanne Ford Faculty Fellow

James Chyz, Accounting and Information Management—William and Pamela Lee Faculty Fellow

Chris Craighead, Supply Chain Management—Fisher Family Faculty Fellow

Russell Crook, Management and Entrepreneurship—Cheryl Massingale Faculty Fellow

Lauren Cunningham, Accounting and Information Management—Nancy and David McKinney Faculty Fellow

Larry Fauver, Finance—Kinney Family Faculty Fellow

David Gras, Management and Entrepreneurship—Charley & Dorothy Duggan Fellow

Matt Harris, Economics—Charlie and Caroline Newcomer Faculty Fellow

Kelly Hewett, Marketing—Haslam Family Faculty Fellow

Mary Holcomb, Supply Chain Management—Martin and Jean Mills Faculty Fellow

Scott Holladay, Economics—John and Wanda Wisecarver Faculty Fellow

Tim Munyon, Management and Entrepreneurship—Ray and Joan Myatt Faculty Fellow

Linda Myers, Accounting and Information Management—Ray and Joan Myatt Faculty Fellow

Terry Neal, Accounting and Information Management—Ray and Joan Myatt Faculty Fellow

Charles Noble, Marketing—Joe Johnson Faculty Fellow

Stephanie Noble, Marketing—William B. Stokely Faculty Fellow

Matthew Serfling, Finance—Kinney Family Faculty Fellow

Wendy Tate, Supply Chain Management—Cheryl Massingale Faculty Fellow

Christian Vossler, Economics—Sarah Alice and Tommy Bronson Fellow

Marianne Wanamaker, Economics—Kinney Family Faculty Fellow

Sean Willems, Business Analytics and Statistics—Ed Boling Business Faculty Fellow

Dave Williams, Management and Entrepreneurship—William B. Stokely Faculty Fellow

Alex Zablah, Marketing—Kinney Family Faculty Fellow

Wenjun Zhou, Business Analytics and Statistics—Roy and Audry Fancher Faculty Fellow



Jim Haslam spoke to the college via YouTube about National Intern Day, calling internships “the ultimate great deal for both parties.”

Making Research Connections

The Haslam family's naming gift in 2014 provided an expanded resource base to better support research active faculty in the college. The 2020 investment from Natalie and Jim Haslam, Dee and Jimmy Haslam, and Crissy and Bill Haslam will build on that foundation, supporting a greater breadth and depth of faculty contributions to scholarly and applied research, both of which influence the world of business practice over time.

"Research drives just about everything we do," says Charles Noble, associate dean for faculty and research at the college. "When faculty are studying interesting things related to the courses they're teaching, they can go into the classroom and share new information. That adds value for students by enriching their education."

While some view research separately from teaching, Noble emphasizes their symbiotic relationship. "There's a misconception that being a strong researcher and a strong teacher are diametrically opposed," he says. "In my experience, you can be both—and the best faculty are."

Building a Research-Friendly Environment

Hiring research-oriented faculty members is one way the college has built an environment that encourages inquiry and publications. The naming gift created Haslam Chairs of Business, endowed professorships designed to attract faculty members from other colleges who are already well-known and highly regarded in their fields. The new gift provides for several additional endowed chairs and professorships.

In 2018, the college brought Tim Pollock on as a distinguished professor of entrepreneurship and Haslam Chair in Business. Pollock says the culture of the school and its potential for growth excited him. “It was a chance to help develop a department that was already on a good trajectory,” he says. “It’s been a lot of fun. The college is welcoming, students are engaged, and I’m co-authoring with folks in my department as well as students.”

Several junior faculty members also have joined the college over the past few years, attracted by the atmosphere. There’s been a marked increase in the number and quality of applications for faculty job postings, a good indicator that Haslam’s reputation is trending upward.

Encouraging Collaboration

Beyond bringing in top-tier research faculty, the college makes an effort to promote a collaborative spirit between faculty members and students. The Department of Management and Entrepreneurship hosts a weekly meeting for doctoral students and research faculty to discuss current projects and publications. Students and faculty practice their presentations, ask for help, and celebrate each other’s wins. “We share both successes and disappointments,” says Anne Smith, department head and King and Judy Rogers Professor in Business. “This helps familiarize graduate students with the realities of publishing at premier

journals, especially when they hear from well-published faculty members.”

Annika Abell joined the Haslam faculty last year as an assistant professor of marketing. “The supportive atmosphere is what attracted me and makes me proud to be a member of such a productive, empathetic team,” she says. “Everyone is rooting for everyone else, knowing we all contribute to the prestige of the college.”

Collaboration between disciplines is also common, Abell notes. “Within my first few months at Haslam, I met many faculty members from other departments and even other colleges,” she says. “I’ve noticed many interdisciplinary connections and collaborations.”

Building the College’s Reputation

With excellent faculty and an atmosphere of cooperation in place, the college continues to build its reputation as a thriving research institution. Faculty members involved in active research are more likely to be quoted in the media, which can attract further notice and help boost rankings. For example, members of Haslam’s supply chain faculty have been cited in media related to COVID-19 supply chain issues many times this year.

The new Haslam gift will continue to motivate research output by adding additional support for faculty summer research, which often involves expenses such as purchasing data sets and traveling to present findings at conferences. Funding these ventures helps to attract and retain strong research faculty.

“Within the higher education industry, ratings and rankings by academic and faculty leaders are largely driven by research output,” says Linda Myers, distinguished professor of accounting, the first Haslam Chair of Business and an award-winning researcher who has published in all of the top-tier accounting journals. “Retaining our strongest research faculty and recruiting more will ensure that our PhD programs, masters classes, and undergraduate education remain top-notch, and that our students are learning cutting-edge business practices and theories.” ●

Fields of Research

In what types of research are Haslam faculty members engaged? Here are a few examples:



LINDA MYERS uses preexisting (historical) data to answer questions and solve real-world problems related to financial reporting, audit, and corporate governance topics.



TIM POLLOCK looks at how we assign value and make decisions in uncertain situations. One recent project examines factors that make some CEOs into celebrities, while others remain virtually unknown.



CHARLES NOBLE examines design and development processes, as applied to both products and services.



ANNIKA ABELL focuses on consumer behavior and decision-making.



MARIANNE WANAMAKER examines labor economics, workforce development, education, American economic history, and demography.



TOM GOLDSBY researches logistics strategy, supply chain integration, and the theory and practice of lean and agile supply chain strategies.



MICHEL BALLINGS looks at ways to utilize machine learning for marketing automation.



TRACIE WOITKE examines issues related to corporate governance and public policy.

ANDERSON CENTER FOR ENTREPRENEURSHIP AND INNOVATION, CONSORTIUM FOR SOCIAL ENTERPRISE EFFECTIVENESS

\$30,000

The **Boyd Venture Challenge** awarded \$30,000 to student start-ups. Brakefields LLC, Mary Cayten Brakefield's adaptive clothing brand, was awarded \$10,000. Rolling Storage LLC, a company founded by Kaleb Winders, received \$10,000. AltFair Solutions LLC, owned by Jace Smith, Wilson Garrett, and Hugh Gentry, was awarded \$5,000. Nate Brady's company, LEAPh Biosystems, received \$5,000.



Alex Miller, lecturer for NCEL and the William B. Stokely Chair of Business at Haslam, was awarded this year's UT Institute for Public Service Faculty Excellence Award.

CENTERS AND INSTITUTES

BOYD CENTER FOR BUSINESS AND ECONOMIC RESEARCH

The center released "The Tennessee Business Leaders Survey," which reported that leaders expect the state's economy to improve more quickly than the nation's over the next year, in part due to strong business investment and government leadership.

The **Boyd Center and the State Collaborative on Reforming Education (SCORE)** released "Driving Forward: Ensuring Postsecondary Students Earn Credentials in a Changing Economy," a report that found the economic disruption of COVID-19 is a threat to Tennessee's progress in getting more students to attend and complete postsecondary education.

NEEL CORPORATE GOVERNANCE CENTER

Scott Guernsey, assistant professor of finance, and **Tim Pollock**, the Haslam Chair in Business and Distinguished Professor of Entrepreneurship in the management and entrepreneurship department, joined the CGC research fellows in fall 2020.

Research fellow **Roy Schmardebeck** was invited by SEC Commissioner Robert J. Jackson Jr. to present his research on the costs and benefits of SOX Section 404(b) auditor attestation of internal controls over financial reporting.

The IIA and the Neel Corporate Governance Center released a comprehensive annual index that, for the first time, measures the quality of corporate governance among publicly held companies in the United States. Lauren Cunningham, CGC director of research, and Terry Neal, CGC director of corporate governance, developed the questions that support the index.

RESEARCH FELLOW PUBLICATIONS



James Chyz and co-authors/UT PhD program graduates Doug Ayers (Butler University) and Jonathan Shipman (University of Arkansas) and others found that analyst downgrades before a company's reporting date increase the probability that management records an expected impairment at the reporting date in "Do Financial Analysts Compel Firms to Make Accounting Decisions? Evidence from Goodwill Impairments" for *Review of Accounting Studies*.



Linda Myers and fellow researchers examined whether audit committee accounting expertise helps promote audit quality by

motivating auditors to conduct diligent internal control audits and make appropriate internal control assessments with the study, "Does Audit Committee Expertise Help to Promote Audit Quality? Evidence from Auditor Reporting of Internal Control Weaknesses," for *Contemporary Accounting Research*.

On average, in any given year between 2006 and 2016, 20 to 35 percent of companies received a comment letter from the SEC as part of the Division of Corporation Finance's filing review process. Recognizing that these comments often focus on the company's accounting policies and disclosures, **Lauren Cunningham** and other researchers analyzed how companies change earnings management strategies following the receipt of a comment letter, in "The Switch-Up: An Examination of Changes in Earnings Management After Receiving SEC Comment

Letters," published in *Contemporary Accounting Research*.

In "The Effect of Office Changes Within Audit Firms on Clients' Audit Quality and Audit Fees," published in *Auditing: A Journal of Practice and Theory*, **Terry Neal** and his coauthors/UT PhD program graduates, Carl Hollingsworth (Clemson University) and Colin Reid (Washington & Lee University), identify a unique sample of companies where the audit firm issuing office changed but the audit firm did not change.

In the essay, "Me, Too and #MeToo: Women in Congress and the Boardroom," for the *George Washington Law Review*, **Joan Heminway** reviewed possible gender effects of the #MeToo movement on public company board composition in relation to the possible gender effects of the #MeToo movement legislative bodies' makeup.

Missie Bowers and her co-authors investigated how the recession affects the demand for analytics and data science resources in “The Recession’s Impact on Analytics and Data Science” for the *MIT Sloan Management Review*.



Hank Bahr, adjunct lecturer in finance, spoke to MoneyGeek.com about finding the best car insurance.



Ryan Farley held a free virtual town hall with the SEC on how Tennesseans can avoid financial scams in the age of COVID-19.

Andy Puckett, professor and PhD program director, spoke to WalletHub about what investors can learn from hedge funds.



Larry Fauver was promoted to professor of finance and was a 2020 SEC Faculty Travel Award winner.



Matthew Serfling was promoted to associate professor of finance with tenure. His co-authored paper, “Asset Redeployability and the Choice between Bank Debt and Public Debt” has been accepted for publication in the *Journal of Corporate Finance*.

FINANCE

Scott Guernsey’s co-authored paper “Keeping Secrets from Creditors: Evidence from the Uniform Trade Secrets Acts” has been accepted for publication at the *Journal of Financial and Quantitative Analysis*.



Eric Kelley’s co-authored paper “To Own or Not to Own: Stock Loans Around Dividend Payments” has been accepted for publication in the *Journal of Financial Economics*.

Tracie Woitke, Andy Puckett, and alumna Sharon Pryse presented a webinar called “It’s the End of the World as We Know It. Should I Feel Fine?: COVID-19 and Capital Markets.”

ACCOUNTING AND INFORMATION MANAGEMENT



The American Accounting Association (AAA) presented **Bruce Behn** its 2020 Outstanding Service Award.



James Chyz was named an Outstanding Reviewer by *The Accounting Review*. Only 3.4 percent of TAR reviewers received this distinction.

Lauren Cunningham was promoted to associate professor with tenure. She is the recipient of the 2020 Haslam College of Business Rising Star Research Award and the American Accounting Association’s 2020 Auditing Section Innovation in Auditing and Assurance Education Award. Also, she was selected as co-vice chair of AAA’s 2021 Auditing Midyear Meeting and co-chair of the 2022 Auditing Midyear Meeting.

BUSINESS ANALYTICS AND STATISTICS

The U.S. Department of Energy awarded \$20 million to the new Oak Ridge Institute at the University of Tennessee to expand the university’s partnership with Oak Ridge National Laboratory to train the next generation of American scientists and engineers. Russell Zaretski is one of the project’s principal investigators.

\$200,000

The National Science Foundation awarded **Emre Demirkaya** \$200,000 to support a three-year study on “High-Dimensional Interaction Detection and Nonparametric Inference.”

Sean Willems, professor of business analytics and statistics, spoke to “The Hechinger Report” about the state-of-the-art home studio he built to teach classes over Zoom.

Wenjun Zhou co-authored “New Emoji Requests from Twitter Users: When, Where, Why, and What We Can Do About Them,” for *ACM Transactions on Social Computing*.



Haileab Hilafu was granted tenure and promoted to associate professor.



ChuanRen (Charles) Liu was named an IEEE Next-Generation Data Scientist.



Adam Petrie was promoted to senior lecturer.



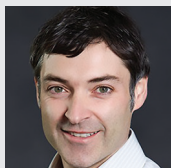
Associate Professor **Wei Zheng** was granted tenure.



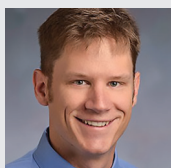
When the coronavirus caused a scramble to adapt to an online learning environment, Brian Stevens was ahead of the curve, having taken his courses virtual years ago. Now, he has received a OneUT Collaboration & Innovation Grant for his project, “Turn Any Class Into a High-Impact Online Class (Mobile Online Studio),” through which he plans to enhance virtual classes at Haslam.

Staying at home has allowed people to tackle more DIY projects, giving the lumber industry a boost. NPR spoke to Matt Harris about building his dream treehouse during the pandemic.

ECONOMICS



Georg Schaur was named the Leigh Burch III Economics Professor.



Charles Sims' co-authored study, "Uncertainty, Hysteresis, and When to Reopen

the Economy," which examines how uncertainty affects social distancing policies and the degree to which the economic impact is irreversible, is under review at an economic journal. He also served

on the Integrated Resource Planning Working Group for the TVA and as a technical editor for Tennessee's state water plan.



Marianne Wanamaker was a co-author of a proposal that gained approval

from the U.S. Census Bureau to house a research data center on UT's campus. The center will be a branch of Atlanta's Federal Statistical Research Data Center, which is a partnership between the Census Bureau and a consortium that includes UT and nine other institutions across the southeast. Also, Wanamaker was appointed the George A. Spiva Scholar. Further, Wanamaker is leading a national effort to determine what data are needed to measure employer-provided training and presented her findings at the White House in July and she made the case for expanded unemployment insurance benefits in "The Future of Work Arrived Way Too Early" for the *National Review*.



Mike Grojean, director of the Executive MBA for Strategic Leadership program, organized the well-received webinar series, "Leading in the

New Normal," which took place in weekly installments over the summer.

In the fall, Avient Corporation sponsored Haslam's third annual Career Leadership Day for incoming students of its full-time graduate degree programs.

GRADUATE AND EXECUTIVE EDUCATION PROGRAMS

Despite the pandemic, graduate and executive degree program enrollments in the college remained strong, as the college welcomed 323 new students and working professionals into its fall offerings, slightly more than the previous year.

Jim Wansley, lead finance faculty member of Haslam's Aerospace & Defense MBA Program, presented a webinar on "Coronavirus: Impact on Financial Markets."

Byron Risner was named director of Aerospace and Defense Partnerships.

NEW FACULTY

Haslam proudly welcomed these 14 new faculty members in September 2020

1. Stephanie Eckerd

Associate Professor, Supply Chain Management

FEATURED RESEARCH

"Managers' Goals and Needs in Cross-Functional OSCM Teams" —*Academy of Management Proceedings*

2. Scott Guernsey

Assistant Professor, Finance

EXPERTISE

- Corporate governance
- Mergers and acquisitions
- Law and finance

3. Andrew Hanson

Assistant Professor, Economics

EXPERTISE

- Macroeconomics
- Macrofinance
- Asset pricing

4. Jessica Jones

Assistant Professor, Management and Entrepreneurship

FEATURED RESEARCH

"An expanded model of distributed leadership in organizational knowledge creation" —*Long Range Planning*

5. James (Jim) Keebler

Lecturer, Supply Chain Management

FEATURED RESEARCH

"A conceptual model for the measurement of the expected value of a supply chain relationship" —*International Journal of Logistics Economics and Globalisation*

6. Justin Kistler

Assistant Professor, Supply Chain Management

EXPERTISE

- Operations and supply chain management
- Service operations
- Business analytics

7. Nathaniel (Nate) Neligh

Assistant Professor, Economics

EXPERTISE

- Experimental design
- Neuroeconomics
- Economics of networks

8. Byron Risner

Lecturer, Aerospace and Defense, Graduate and Executive Education

EXPERTISE

- Aerospace & Defense Operations
- Strategy
- Leadership

9. Robert (Scott) Roark

Clinical Associate Professor, Finance

EXPERTISE

- Real estate
- Financial management

10. Ruta Ruzeviciute

Assistant Professor, Marketing

EXPERTISE

- E-commerce
- Business strategy
- Customer relations

11. Chelsea Smith

Lecturer, Accounting and Information Management

EXPERTISE

- Information security
- IT governance
- IT auditing

12. Andrea Sordi

Clinical Associate Professor, Supply Chain Management

EXPERTISE

- Strategic transformation
- Stakeholder management
- Procurement innovation

13. Matthew (Matt) Van Essen

Associate Professor, Economics

EXPERTISE

- Game theory
- Mechanism design
- Experimental economics

14. Michael Yates

Clinical Associate Professor, Finance

FEATURED RESEARCH

"Strike Three: Discrimination, Incentives and Evaluation" —*American Economic Review*



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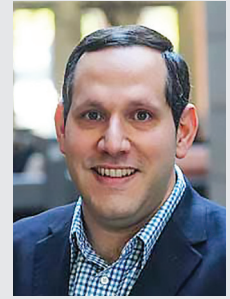
7.



14.



For a more in-depth look at each faculty member's unique skill set and interests, visit [HASLAM.UTK.EDU/NEWS/HASLAM-WELCOMES-14-NEW-FACULTY-MEMBERS](https://haslam.utk.edu/news/haslam-welcomes-14-new-faculty-members)



Alex Zablah, Gerber/Taylor Professor of Marketing and Fisher Family Faculty Research Fellow, was appointed head of the department. He succeeds Mark Moon in the role.

MARKETING



Mark Collins won the inaugural Lee and Allison Herring Endowed Teaching Fellowship in Marketing.



Kelly Hewett was named the Reagan Professor of Business.



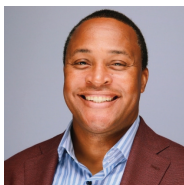
Stephanie Noble co-wrote "The Sales Impact of Using Handheld Scanners: Evidence from the Field," published for the *Journal of Marketing Research*. The study indicates that the sales effects of the scanners may be impacted by factors such as consumer budget.

SUPPLY CHAIN #1 MAJOR AT UTK

With more than 1,400 students, supply chain management was the No. 1 major at UT, based on number of degrees granted in 2017, 2018, and 2019.

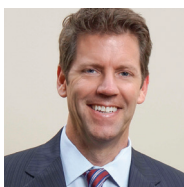
SUPPLY CHAIN MANAGEMENT

The *Wall Street Journal* ran **Alan Amling's** essay, "E-CommercenSurge will Reshape Parcel Carriers' Strategies," and he did a podcast, "The Rebound: What's Ahead for Small Package Delivery," with Supply Chain Management Review. Also, **Amling** and **Randy V. Bradley** discussed six steps companies can take in the near term to address COVID-19 food supply chain disruptions with techtargtarget.com.



Randy V. Bradley was inducted into the PhD Project Hall of Fame by the non-profit PhD Project and became the inaugural recipient of the Dean S. Ammer Award for Healthcare Supply Chain Performance Excellence, which is presented by Bellwether League Inc.

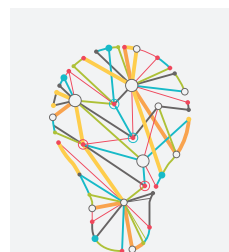
Bradley and **Bogdan Bichescu** investigated how changing group purchasing organization affiliations can affect hospital supply chain efficiency in "Breaking the chain: GPO changes and hospital supply cost efficiency," for the *International Journal of Production Economics*.



Chris Craighead's paper, "Toward a Theory of Supply Chain Entrepreneurial Embeddedness in Disrupted and Normal States," was accepted by the *Journal of Supply Chain Management*. He also had "Pandemics and Supply

Chain Management Research: Toward a Theoretical Toolbox" published in *Decision Sciences* and co-authored papers in *Manufacturing and Service Operations Management*, *Journal of Management*, and *Production and Operations Management*.

Li Cheng and **Chris Craighead's** piece, "When Is the Supplier's Message 'Loud and Clear'? Mixed Signals from Supplier-Induced Disruptions and the Response," was accepted by *Decision Sciences*.



The Advanced Supply Chain Collaborative, a joint initiative of the Global Supply Chain Institute and the Department of Business Analytics and Statistics, generated five successful projects in the areas of supply chain agility, workplace transformation, inventory modeling, data strategies, and blockchain ROI, and celebrated a rewarding first year this past fall.



Mary Holcomb, Mary Long, and Alan Amling collaborated on the Global Supply Chain Institute's white paper, "Future Trends Shaping Transportation," which identified key best practices for supply chains responding to the pandemic.

Mike Burnette

co-authored "End-to-End Supply Chain Synchronization: Orchestrating a Winning Strategy," a white paper from the Global Supply Chain Institute, examines best methods to synchronize physical assets, business processes and people systems with their core business drivers to achieve total value in the supply chain. Also, Burnette and **Mike Policastro** wrote a series of blog posts on "High Performance Organizations (HPOs): New to World Best Practices" for *Supply Chain Management Review*.



Burnette and **Dan Pellathy** wrote the four-part series, "The Four Fundamentals to Reducing Your Cyber Risk" for *Supply Chain Management Review*, addressing the tension between action plans to reduce risk and those that increase efficiency through digital tools and what supply chain leaders need to be doing now to secure their supply chains for future success.

Mary Holcomb, David Gligor, Beth Davis-Sramek (HCB, '06), and others co-authored the paper, "Achieving Financial Performance in Uncertain Times: Leveraging Supply Chain Agility," which won the Best Paper Award in *Transportation Journal* for 2019-2020.

Stephanie Eckerd was recognized as an Outstanding Reviewer for 2020 by the *Journal of Business Logistics*.

Tom Goldsby explained issues with equipping essential healthcare

workers and others with the personal protective equipment (PPE) they need to ensure their safety during the pandemic in a podcast with DC Velocity. Also, the Global Supply Chain Institute partnered with Colliers International for a two-part fireside chat webinar with Goldsby on "A Contemporary Look at Supply Chain Design & Logistics."

Production and Operations Management accepted **Justin Kistler's** paper, "The Effect of Operational Process Changes on Preoperative Patient-Flow: Evidence from Field-Research."

Matt Jenkins, Chris Craighead, Mary Holcomb, Tim Munyon, and Stephanie Eckerd had "Emerging Market Footholds and Knowledge: An Examination of New Product Launch Performance" published in *Journal of Business Logistics*.

John Lebowitz

working with Green Mountain Technology, used its fifth annual Parcel Benchmark Survey, to write "Five Takeaways from Transportation Leaders Today," which revealed, among other findings, that risk management and recovery planning are now at the forefront of many shippers' planning in response to COVID-19.



Mary Long was interviewed by *Supply Chain Dive* for the story, "COVID-19 spurs a leap to digital supply chains." She also outlined four ways businesses can adapt to a changing supply chain environment in a Q&A with *Fortune*.

Daniel Myers, senior fellow with The Global Supply Chain Institute at Haslam, was hired by Carlyle as an operating executive focusing on supply chain optimization portfolio companies.

Lloyd Rinehart has been named associate professor emeritus by the University of Tennessee.

Alex Rodrigues was promoted to senior lecturer in the department.



Lance Saunders and **Mary Holcomb's** co-authored paper, "Introducing Micro-doses of Flexibility in Efficient Supply Chains," was accepted for publication by the *Journal of Operations Management*.

Sining Song's co-authored paper, "Supply Base Innovation and Zfirm Financial Performance," was accepted by the *Journal of Operations Management*.

Ted Stank and co-author Daniel Pellathy wrote "Cybersecurity Safeguards Should Extend to Supply-Chain Partners" for the *Wall Street Journal*. Also, Stank was honored by the *Journal of Business Logistics* as an Outstanding Associate Editor for 2020, and he offered insight into how supply chain professionals can reduce the risk of crises such as COVID-19 in a podcast with *Supply Chain Brain*.

Wendy Tate's paper, "Cost Avoidance: Not Everything That Counts Is Counted," will be published in the *Journal of Business Logistics*. With funding from a recent National Science Foundation (NSF) grant, Tate is part of an interdisciplinary effort to build a comprehensive global database and network of food, energy, and water (FEW)-focused research.



Euna Yoo's co-authored paper, "The Growth of Follower Networks on Social Media Platforms for Humanitarian Operations," was accepted by *Production and Operations Management*.

Melissa Cardon was chosen as the Haslam Professor in Entrepreneurship and Innovation. With David Williams, she served as co-liaison for the Anderson Center for Entrepreneurship and Innovation in planning the Babson College Entrepreneurship Research Conference, the largest academic entrepreneurship conference in the world. The event was slated to be held in Knoxville in June 2020 and has been rescheduled for 2023 because of COVID-19. Cardon also joined the editorial

MANAGEMENT AND ENTREPRENEURSHIP



review boards for *Academy of Management Review* and *Journal of Management*. Cardon is also on the ERBs of *Journal of Business Venturing* and *Entrepreneurship Theory and Practice*, *Journal of Management Studies*, and *Human Resource Management Review*. Further, her book, *The Profits and Perils of Passion in Entrepreneurship: Stoking the Fires and Banking the Coals*, was published in July, and she had articles accepted at the *Journal of Business Venturing* and the *Journal of Business Venturing Insights*.



Above: Cardon and Gras

Russell Crook had a paper accepted at the *Journal of Operations Management* and became the 2020-2021 vice president and program chair for the Southern Management Association.

Best Conference Paper Proposal

"Latino Business Formation and Growth in New Latino Destinations: A Social Capital Perspective," by **David Gras**, PhD candidate Adrian "Ace" Beorchia, and Eric Amarante of the UT College of Law, was chosen Best Conference Paper Proposal for the 2020 Advancing Management Research in Latin America Specialized Conference. The study found that the number of Latino-owned U.S. businesses is growing, but relatively few have employees.

Jackie Jacobs was promoted to distinguished lecturer.

Alex Miller was awarded this year's UT Institute for Public Service Faculty Excellence Award.

Tim Munyon had papers accepted at the *Strategic Entrepreneurship Journal* with Michael P. Lerman (HCB, '19) and David Williams and at *Organizational Dynamics*.

Tim Pollock co-authored a paper, "Too many peas in a pod? How overlaps in directors' status characteristics affect director exit in newly public firms," which has been accepted at the *Academy of Management Journal*.

Codou Samba co-authored "Resilience as thriving: The role of positive leadership practices," which was accepted at *Organizational Dynamics*.



David Williams and Blake D. Mathias (HCB, '14), now with Indiana University, and others co-authored "Selling Your Soul to the Devil? The Importance of Independent Ownership to Identity



Above, top to bottom: Samba, Williams, and Youngs

Distinctiveness for Oppositional Categories," for the *Strategic Management Journal*. The paper examines what happens when large, incumbent breweries acquire craft breweries or copy their beers and brewing techniques, causing confusion about what constitutes a true craft brewery. He also had papers accepted by the *Journal of Business Venturing* and the *Strategic Entrepreneurship Journal*.

Lynn Youngs was promoted to senior lecturer.

Donors



THE DEAN'S CIRCLE

Members of the Dean's Circle support Haslam students, faculty, and programs through leadership-level annual giving to the College Fund. Cumulative gifts made each calendar year of \$1,000 or more (\$500 for alumni who have graduated within the past 10 years) qualify for Dean's Circle membership and are recognized by plaques in the Haslam Business Building and invitations to special events throughout the year. Gifts to the College Fund impact all students, faculty, and programs at the college.

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 William M. & Kay L. Whitman
 Timothy & Amy Williams
 Joseph L. Williams
 Richard W. & Deborah D. Willmarth
 Mark E. Willoughby
 Paul A. & Mary L. Wilson
 Mike & Nadine Woodall
 Christopher F. & Melissa F. Wyatt
 Joseph & Suzanne Wyrick
 Douglas A. & Sara B. Yoakley

*These lists reflect 2020 society members (January 1 - December 31, 2020)

GLOCKER
 SOCIETY
 HASLAM COLLEGE OF BUSINESS

THE GLOCKER SOCIETY

The University of Tennessee, Knoxville, must have seemed an unlikely choice for Theodore Glocker when he arrived in 1913 because there was no business school or even a business program for him to lead. But by 1914, under Glocker's visionary leadership, the School of Commerce had been formed to educate students on issues relating to banking and corporate finance.

Glocker's dynamic leadership carried the school from its humble beginnings through countless transitions and growth in student enrollment, facilitating the school's accreditation as the College of Business Administration in 1947. In 1952, the Glocker Business Administration Building was dedicated in honor of its first dean and loyal leader, Dr. Theodore Wesley Glocker Sr.

Members of the Glocker Society share the vision, passion, and commitment to excellence in education that the college's beloved dean demonstrated almost 100 years ago. Those who are part of this prestigious group stand out among their peers and are recognized for lifetime giving to the college of \$1 million or more.

Because of these great leaders, the UT Haslam College of Business' next 100 years will be even brighter than the first.

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ARCHWAY
SOCIETY
HASLAM COLLEGE OF BUSINESS

THE ARCHWAY SOCIETY

Throughout the history of UT's Haslam College of Business, the arches of the business building have welcomed countless students eager to excel academically and become successful leaders in their chosen fields. The tradition continues with today's students, who pass through the original stone arches of Glocker that have been preserved as well as through the new steel arches that connect the restored Glocker Wing to the newly built classrooms of the James A. Haslam II Business Building.

The Archway Society recognizes private support and development of the college's programs. Even as the business building's arches represent a link to the past, this society's membership understands the importance of creating a bridge to the future by establishing active endowments benefiting the Haslam College of Business students.

Through their unwavering support, these generous alumni and friends of the college uphold the tradition and provide tomorrow's graduates with the opportunity to pass through these regal arches and into a brighter future.

AAA Cooper Transportation
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Rodney & Molly Adams
F. Whit Addicks
Frank M. Addicks
Mary H. Allen
W. Mark Allen
Howard B. & Wendy C. Allenberg
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The Anderson Family
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David & Cynthia Arnholt
AT&T Company
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Financial Management Association of Greater Knoxville
First Horizon Foundation
Bruce D. Fisher
John W. & Janice Fisher
Lyle M. & Marcella J. Flaskerud
Richard D. & Kim J. Fletcher
Brian & Heather Foley
James B. & Joanne Ford
Kimberly B. Ford
Robert & Catherine Ford
Ronald D. Ford
Duncan M. Fort III
Family & Friends of Liston Marshall Fox
William F. Fox
James C. & Marsha S. Foxworthy
Marshall A. & Ashley C. Franklin
D. Winston Frazier
Friends of Phillip Fulmer
Tom T. Gallaher
The GAR Foundation
Lyle & Rhonda Gardner
Charles Garrison
Phyllis N. Garrison
Charles C. Gerber
Ken C. & Peggy E. Gilbert
Gary N. Given
Nan M. Given
Family & Friends of Janet Gochberg
James M. Gower III
Lara Robinson Green
Paul & Pat Green
William C. Greer



HASLAM CONNECTS

Across the Miles

Haslam Connects began several years ago as a way for corporate partners to support student engagement opportunities at the Haslam College of Business. Typically, representatives from those companies come to campus to help faculty and staff distribute giveaway items while interacting with students throughout the school year.

Aware that they wouldn't be able to interact face-to-face with students during the COVID-19 pandemic, this year's four corporate partners still chose to fund the program, providing opportunities for students to feel more connected and engaged whether learning on campus or remotely. At the beginning of the fall semester, Haslam sent nearly 1,000 t-shirts to students near and far. In October, hammocks were distributed for use while studying or attending virtual classes outdoors on



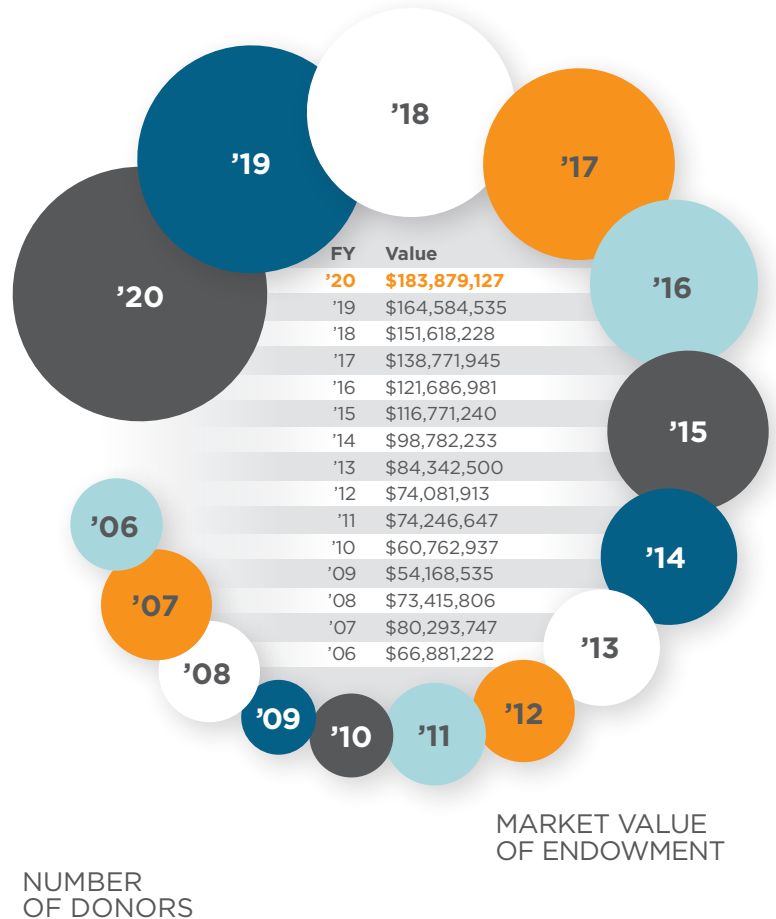
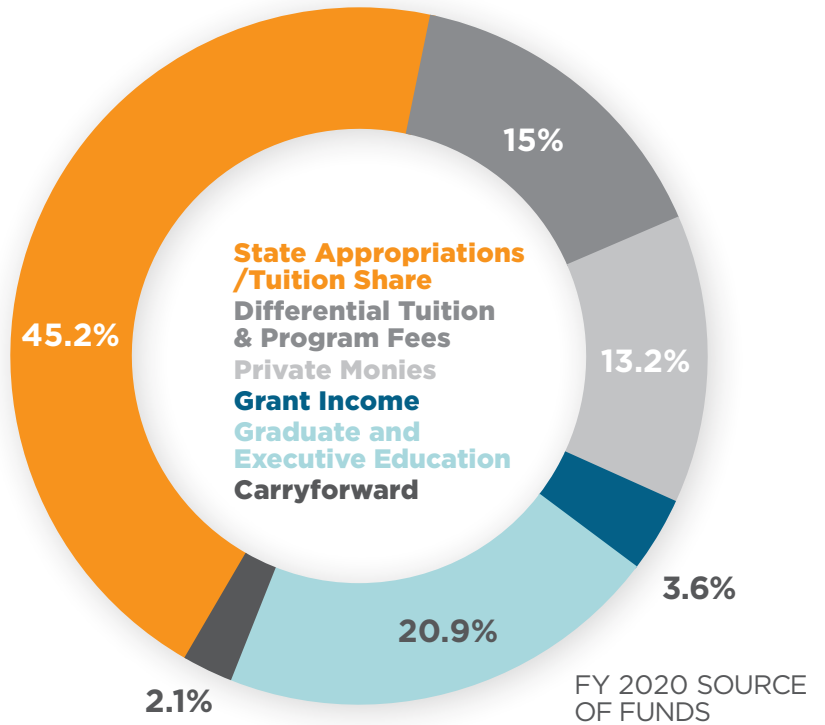
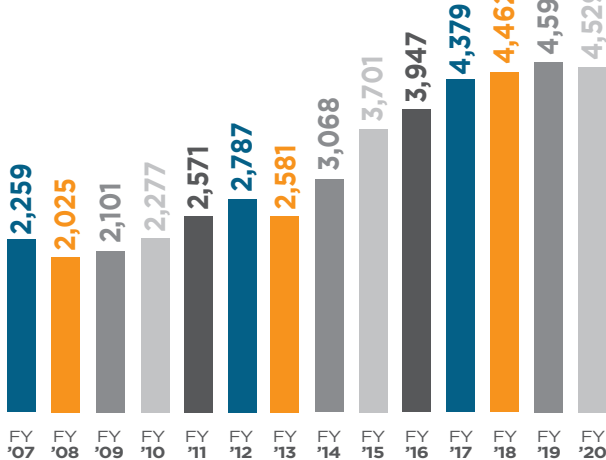
EASTMAN



Sources of Funds

During a year of unprecedented change and hardship, the impacts of COVID-19 required innovative thought and action. We stayed the course and continued to provide the student-focused academic support our students expect through the online platform of Zoom, as well as many small face-to-face interactions. This was year three of the “25 in 5” faculty hiring plan. We successfully onboarded many new faculty in August. The Graduate and Executive Education team persisted through all the challenges related to COVID-19 and continued to make positive impacts on our community by offering many of the traditional face-to-face courses in an online classroom. The revenues continue to grow and be reinvested into the infrastructure and support of our student experience. Private philanthropy remains an important funding source allowing the college to implement new programming, expand current offerings and support our students in their time here at the Haslam College of Business. Increasing private philanthropy, launching successful new programs that attract additional students and controlling our costs are always important, and particularly so as we strive to slow the increase in tuition levels given the economic realities facing our students and their families.

—BETSY ADAMS, ASSISTANT DEAN OF OPERATIONS



Sam & Leslie Grigsby
John Hajjar
Allen P. & Grace Halliday
William P. & Dorothy Halliday Jr.
William P. Halliday III
Steven D. & Jane J. Harb
James & Donna Harlan II
Roy L. Harmon Jr.
Doug & Carla Harris
Jerre & Barbara S. Haskew
The Haslam Family
John D. & Renee D. Hawkins
Tom S. Hawkins Jr.
Blaine & Robin Hawkins
E. Jane Hazlewood
Ralph D. & Janet K. Heath
Jeff L. & R. Diane Hemphill
Cheryl Henderson
C. Kennon (Ken) Hendrix
Dennis and Jennie Hendrix
Foundation
Jerry & Kay Henry
Robert Z. Hensley
William K. Hensley
Lee Herring
W. Logan & Johnnie R. Hickman
Damon & Carrie Hiningner
Jennifer L. Holder
J. Fred & Wilma D. Holly
Charles K. & Tonya B. Holmes
Home Federal Bank of
Tennessee
Douglas A. & Brenda Horne
Eric Horton & Jennyfer DeBarry
Cornell C. & Frances B. Houston
Bob & Sharon Huetten
Humbolt Express
John F. Humphrey Metal
Fabricators Inc.
Robert P. & Barbara H.
Hunter Jr.
Edwin C. & Elizabeth C.
Huster Sr.
Illinois Central Gulf Railroad
Elizabeth A. Ingalls
David A. & Deborah A. Ingram
Philip & Margo Jacobs
William & Elaine Jenkins
Friends of Joe Johnson
George R. Johnson
Lynn C. Johnson
Mark & Beverly Johnson
David P. & Jeanne Claire Jones
Dean & Laurie Jones
Mason & Emily Jones
Wilma Jordan
Jeff & Cindy Joyce
Ronald & Joan Justus
Family & Friends of Allen
H. Keally
William H. Keith
Reed & Cathy Keller
Joseph V. Kelly III
Kenco
George J. Keralis
Jim Keras
Timothy F. & Janet W. Kercheval
Family & Friends of Jack Key
Ben & Beverly Kimbrough
Ben & Margaret Kimbrough Sr.
John Rutledge King
Martha W. King
Chris & Donna Kinney
William C. Kirkland
Knoxville Community Housing
Resource Board Inc.
Michael A. & Pamela Koban
Paul & Tammy Koonce

Ralph Korpman
Russell L. Lamb
James S. Lattimore Jr.
Brenda G. Lawson
Fred R. Lawson
William E. & Pamela R. Lee
Thomas S. Lewis Jr.
Michael K. Littlejohn
Michael A. Lobel
Howard H. Lunsden
Clifford F. Lynch
Richard & Patricia Mallicote
Stephen L. & Troba Mangum
J.P. & Gladys Maples
Raffi Markarian & Diane Walker
Ella Mae Marsh
Walter C. & Elizabeth K.
Marshall
A. David & Sandra L. Martin
Helmer & Elizabeth Martin
Whitney Johns Martin
Ralph Masengill Jr.
Cheryl Massingale
Lynn Massingale
Michael W. & Suzanne S.
Masters
Ron Mauer
John M. McCall II
McCormick & Company Inc.
John & Johanna McCormick
S. Lloyd McCulloch
Wade McGregor
Jack B. McKamey
Janet McKinley
David E. & Nancy H. McKinney
G. Adam & Tabatha F. McClain
James C. McSpadden
George & Margaret Melton
J. Tom & Brenda Mentzer
Dan & Amy Miles
Alex Miller
Jack M. Miller III
Leanne Miller
Margie Miller
Timothy Miller
Virginia Sliger Milligan
Jack & Trish Mills
Les Mirts
Lynn Mirts
Anne Y. Modlin
Phillip W. Moffitt
Chad A. Moore
Fulton Beverly Moore Jr.
John R. Moore
Richard L. Moore Jr.
Roger M. Moore Sr.
Thomas F. & Linda L. Morris
Mortgage Bankers
Association of Knoxville
Ray & Joan Myatt
Daniel & Karen Myers
Terry L. & Robin A. Neal
C. Warren & Annelle Neel
Nestle USA
Charlie & Carolyn Newcomer
James I. & Kathy Newsome III
Gerald T. Niedert
Jerald A. and Kimberly M.
Nine Jr. Family Foundation
Jon E. Nix
Sam & Cheryl Oakley
Joseph & Barbara O'Donnell
Linda N. Ogle
F. Perry Ozburn Jr.
John Wallace Page
Robert G. & Mary L. Parks Jr.
Kiran M. Patel
Family & Friends of Edwin

"Pete" Patton
Kenneth W. & Wanda N. Patton
Charles & Carolyn Pearson
J. Thomas & Suzanne Perry
Richard & Debbie Perry
Ed & Karen Pershing
David Peters
John Platillero
Joseph D. Porter
Norman H. Post
Greg & Kimberly Ponders
Nelson & Natalie Pratt
Patricia Pratt
Provident Life and Accident
Insurance Company
Sharon M. Pryse
Will J. Pugh
Will J. Pugh Jr.
Pugh CPAs
Family & Friends of Will J. Pugh
PYA
The Quaker Oats Company
Tom & Kim Quillen
David & Sharon Ramsey
Jerry & Suzanne Ratledge
Howard W. Ray
W. Harold Read
Martha Butler Rector
William & Carole Reeves
Regal Foundation
Regions Bank
Reliance Water Heater
Company
S. Herbert Rhea
Jon G. & Mintha E. Roach
Worrick G. Robinson IV
Martin L. & Carol Fri Robinson
Scott & Dianna Roe
King W. & Judy P. Rogers III
William T. & Gayle M. Rogers
Gary & Donna Rose
Michael D. Rose
Brett W. Rousch
Charles S. Runnion Jr.
Ali Safavi
Kim Salmons
Sampson Enterprises
David & Jane Schumann
James Schwab
Dane & Meg Scism
Jim & Laurie Seabury
Aileen Seilaz
Scott A. & Kathy W. Selbach
David G. & Swanee Sexton
Eugene T. Seymour
Family & Friends of Jim R.
Shelby
Jimmy R. & Billie M. Shelby
Howard W. (Bud) & Barbara
Sherrrod
Stewart G. & Ann T. Siewert
Toby C. & Betsy Silberman
Barrett & Betsy Simonis
Taylor & Jean Simonton
A. Dean & Ann H. Skadberg
Frederick S. Slagle
Eva DiAnne Smith
Greg & Lisa Smith
James F. Smith Jr.
Orville N. Smith
Randall E. Smith
Richard A. & Ann S. Smith
Thomas S. Smith
David M. Snapp
Southern Company
David H. Stacey III
Stage Stores Inc.
Andrew H. & Emily B. Stallings



hammock stands installed across the Knoxville campus.

To enter the giveaways, students were asked to submit photos of themselves in masks or working in remote study spaces. "We'd never done something like this before, but the students had fun with it, and we enjoyed seeing their smiling faces and home workspaces," Mark Willoughby, director of student engagement, said.

"Wearing Haslam gear is a way for students to stay connected and retain a sense of belonging, even from afar."

Student Tyler Nations, a senior in finance, appreciates the college's efforts this year. "They've done a phenomenal job making sure we're taken care of and still have the same opportunities we would in person."



NEWLY ESTABLISHED ENDOWMENTS

Amazon Endowed Distinguished Professorship

Robert O. & Phylis L. Baron Entrepreneurship Scholarship Endowment

Todd and Robin Bassett Executive in Residence Program Excellence Endowment

Harvey R. Cummings Memorial Scholarship

Elaine M. Curtis Scholarship Endowment

Mary, Jack and Daniel H. Dougherty Faculty Award Endowment

Foley Family MAcc Scholarship Endowment

Barbara Haskew Economics Fellowship Endowment

Heath IBEP Endowed Directorship

Henderson Family Excellence Endowment for Real Estate Education

Charles B. Jones Jr. Endowed Scholarship in Supply Chain Management

Charles B. Jones Jr. Supply Chain Management Research Faculty Award Endowment

David & Jeanne Claire Jones MAcc Scholarship

Paul and Tammy Koonce Business Faculty Award Endowment

A. David Martin MAcc Scholarship Endowment

McKinley Family MAcc Scholarship Endowment

Patrick G. & Cristina Min MAcc Scholarship Endowment

Musso Family MBA Scholarship Endowment

David P. Perrot Supply Chain Faculty Award Endowment

Vol Court Roe Prize Endowment

Randy Smith MAcc Scholarship Endowment

Sarah and Peter Turner MAcc Scholarship

Bill & Jo-Ann Vandergriff Graduate Business Scholarship Endowment

David C. Verble MBA Scholarship

Doug Standifer
 Jeanne P. Martinson Statham
 David & Deborah Stevens
 William B. Stokely III
 William B. Stokely Jr. Foundation
 John A. Stout
 Ron Suedekum
 Joseph W. Sullivan III
 Michael & Rebecca Sutton
 R. Andrew Taylor
 Sharon M. Taylor
 Tennessee Executive Development Program Alumni
 Tetra Recycling
 Third National Bank
 Arthur A. & Hasseline E. Thompson
 Friends of Dick Townsend
 Karen Trent
 Mary Trotter
 Truist Bank
 Rick & Toni Turner
 William L. Vallett Jr.
 Arthur Van Buren
 Bill & Jo-Ann Vandergriff
 The Family of Roland C. Van Dorselaer
 Frank Venable
 A.L. Viles
 Kate Vitasek
 George A. Wagoner
 Friends of James W. Wansley
 James W. & Candy P. Wansley
 Carolyn G. Ward
 James C. & Corinne P. Ward III
 William Way
 Alan R. Whitman
 Bill & Kay Whitman
 Friends of Jan R. Williams
 Rod & Karen Williams
 Tim & Amy Williams
 Willis Corroon Corporation of Tennessee
 Jack Willis
 Kenneth L. & Shari Wills
 Alan D. & Wendy R. Wilson
 Edward E. & Anne A. Wilson
 John Q. & Wanda W. Wisecarver
 Ronald H. Wolf
 The Wood Family
 Neville J. Woods
 Elise Roby Yanders

show their commitment through bequests, charitable remainder trusts, charitable gift annuities, life insurance gifts, or retirement beneficiary designations.

John G. & Donna Adams Jr.
 Robert N. Andrews
 Anonymous
 Martha Arnold
 Dan B. Ashby
 Jonathan C. Bailey
 John V. Barker
 Jeff & Denise Barlow
 Alvin G. & Sally M. Beaman
 Raymond L. Bell
 Steven P. Birdwell
 Edward J. & Carolyn P. Boling
 John Boll
 Richard Boring
 Randal D. & Jenny H. Boyd
 Charles W. Brinkley Jr.
 Shirley Pih Broadbery
 Steve & Jill Brown
 Don & Joan Bruce
 Harry J. Bruce
 Robert L. Bryan & Delores Lyons
 Cameron Burnette
 Andrew Burns
 Dave & Penny Carver
 Paul A. & Beverly Castagna
 William R. Clark
 David D. Coleman
 Henry J. "Jerry" Collins
 John C. Compton
 Scott V. & Julie C. Cooper
 Samuel L. Coulter
 Joe R. Crafton Jr.
 L. Michael & Carolyn B. Cuddy
 Dale & LaVerne Culbertson
 Thomas & Rachael Desmond
 Donald N. Edmands
 Anne-Todd Eisner
 Kenneth L. & Gina R. Evans Jr.
 Don & Sandra Fancher
 Larry W. Felts
 Bruce D. Fisher
 John W. & Janice B. Fisher
 Ron D. Ford
 Roberta J. Fox
 Donald W. & Suzanne H. Freeman
 Phillip & Jinny Furlong
 Leslie D. Galloway
 Sarah F. Gardial
 Susan Golcic
 Edward D. Gray Jr.
 Gregory A. & Katherine R. Hamilton
 Lee Harkleroad III
 Stephen J. & Donna K. Harrison
 Jerre & Barbara Haskew
 James A. & Natalie L. Haslam II
 Tom S. & Constance E. Hawkins Jr.
 F. Reed & Kathrine Hayes
 E. Jane Hazlewood
 Robert Z. Hensley
 Regina Holt
 Frances B. Houston
 David R. Howard
 Stan & Teresa Hurt
 Mel Jacobson
 William L. & Elaine A. Jenkins Jr.
 Lynn C. Johnson
 H. Russell & Florence L. Johnston Jr.
 Charles B. Jones Jr.
 Ben S. & Margaret Kimbrough Sr.
 Mark & Lindy Kinser
 Michael A. Koban Jr.
 Steve & Cindy Kroeger
 Jeffrey & Shannon Land
 Chris & Quinita LaPorte
 Ron E. & Carolyn B. Lawrence
 Fred R. & Sharon Lawson
 William E. & Pamela R. Lee
 Ed Lester
 Carl F. & Mary L. Maples Sr.
 A. David & Sandra L. Martin
 Larry B. & Jane H. Martin
 Whitney Johns Martin
 Janet L. McKinley
 Robert C. & Judy McMahan
 Scott D. McWilliams
 George & Margaret Melton
 Gregory H. Meyer
 David & Sien Moon
 Roger M. Moore Sr.
 Charles W. & Sherry R. Morgan
 Michael B. Mulcahy
 Ray & Joan Myatt
 Pamela C. Neal
 Terry L. & Robin A. Neal
 Gordon H. & Camoline D. Newman
 James & Kathy Newsome III
 Dennis H. Owen
 Robert G. & Mary L. Parks Jr.
 Mitchel & Chris Parrott
 Ed & Karen Pershing
 Johnny & Kimberly S. Pitts
 Patricia D. Postma
 Gary Pratt
 Will J. Pugh
 Jerry & Suzanne Ratledge
 Richard B. Ray Jr.
 Richard E. & Ann P. Ray
 W. Harold & Elizabeth Robinson Read
 S. Seth & Loren L. Reagan
 Martha Butler Rector
 William & Carole Reeves
 Jon G. & Mintha E. Roach
 Martin L. & Carol Fri Robinson
 King W. & Judy P. Rogers III
 Brett W. Rousch
 Louis C. & Sherlene C. Schumacher
 Charles G. Seay
 Gregory M. & Cheryl P. Sekelsky
 Scott & Kathy Selbach
 James B. Selleh
 Bill H. Sims Jr.
 A. Dean & Ann H. Skadberg Sr.
 Sarah Ellen Skinner
 Fred W. & Lynn H. Smith III
 Greg & Lisa Smith
 Randall E. Smith
 David Snapp
 Aaron J. Snyder
 George A. Spiva Jr.
 Douglas L. Standifer
 Connie Dorrough Steinmetz
 David & Deborah Stevens
 Robert S. Talbott
 Herman J. Tallman
 W. Kirk Taylor
 Joe P. & Sheryl S. Teague
 J. Neal & Cathy Townsend
 James H. & Connie P. Valalides
 Mark L. Venrick
 Charles A. & Nancy G. Wagner
 James W. & Candy P. Wansley
 James C. & Corinne Ward III
 Paul Warren
 William Way
 Charles R. West
 Bill & Kay Whitman
 Jan R. & Elaine Williams
 Kenneth L. & Shari Wills
 Mike & Nadine Woodall
 Lynn & Liz Youngs



THE 1914 SOCIETY

When the School of Commerce began in 1914, it had only eleven students and one faculty member. While their numbers were few, their shared passion for leadership in business practices and education was strong. As the college has grown and changed, the passion shown by its original students and faculty has persevered. Each year, hundreds of future business leaders graduate and join the ranks of our loyal alumni, reaffirming the importance of a continuing legacy to inspire future growth and success for the college.

1914 Society members reflect the values of the founders of the college, and understand the importance of continuing that legacy. Members

*List current as of December 31, 2020

Update



Dave Clark (HCB, '99)

'50s

Knoxville native **Thad Cox** (HCB, '59) released his memoir, *Bullyblossom: A Tale of Overcoming Bullies and Embracing Stuttering to Live a Life of Achievement*.



James A. Haslam II (HCB, '52), namesake and benefactor of the college, wrote a new book: *Co-Piloting: Luck, Leadership, and Learning That It's All about Others: Our Story*.

'60s



David Van Fleet (HCB, '62, '69), a former instructor in management ('63-'70), published *Quality Time: Productivity Through Time Management*.

'70s



Arthur P. Beattie (HCB, '75) joined PPL Corporation's board of directors, serving on the board's audit committee.

'80s



GMS Inc. appointed **William Forrest Bell** (HCB, '83) chief accounting officer.



Cassandra H. Catlett (HCB, '87) is now associate professor of accounting at Carson-Newman University.

BDO USA, LLP, named **Marc Davenport** (HCB, '89) the office managing partner in its Memphis assurance practice. Additionally, Davenport is a member of the UT Accounting and Information Management Roundtable.



Chattanooga Times Free Press

Denis Reilly (HCB, '81, '83), CEO of Chattanooga's Kenco Group, saw the company celebrate its 70th anniversary in 2020.

'90s

Dave Clark (HCB, '99) was selected to take over as chief of Amazon's Worldwide Consumer unit.



Tina Faust (HCB, '99, '00), an instructional technology specialist and educator with John City Schools, talked to the Johnson City Press about her role in facilitating remote learning for Johnson City Schools during the COVID-19 pandemic.



Susan Gennoe (HCB, '91) was appointed the City of Knoxville's CFO, the first woman in the city's 228-year history to direct its finances.

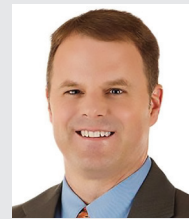


The American Accounting Association named **Yvonne Hinson** (HCB, '97) its new chief executive officer.

BE Smith/AMN Healthcare appointed **George Jirak** (PEMBA, '99) physician executive.



Accounting Today named Schellman & Company, LLC, the best large CPA firm in America for which to work. **Chris Schellman** (HCB '96, '98) is the company's founder and CEO.



Marc A. Tolleson (HCB, '93) became a shareholder with LBMC, one of the Southeast's leading accounting and business consulting firms, to work within its growing audit and business consulting practice.



Vince Xayasane (HCB, '97) was hired as chief financial officer for the Medical Center of South Arkansas in El Dorado.



Marcus Yoder (HCB, '92) was selected as senior vice president of sales for GameAccount Network, a leading business-to-business supplier of internet gambling software-as-a-service solutions.

'00s



Chad Baldwin (HCB, '02, '03) joined Covenant Physician Partners as executive vice president and chief development officer.



Technology Advice CEO **Rob Bellenfant** (HCB, '09) was named one of *Nashville Business Journal's* 40 Under 40.

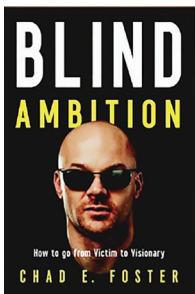
Bryan Bonuomo (EMBA-SL, '06) recently returned to the Executive MBA program as a faculty member.

Liam Briones (PEMBA, '02) founded Sleep ePortal Sleep Disorders Center.

Noel Brown (PEMBA, '06) is regional vice president of Clinical Services at Healthcare Partners, IPA.

Michael Choo (PEMBA, '07) is serving as medical consultative partner for the Foundation to Advance Brain Rehabilitation, the only known national collaborative database in the U.S. that captures the impact of brain injury rehabilitation following the acute care setting.

Ritchie Bros., the world's largest industrial auctioneer and a leading used-equipment seller, appointed **Baron Concors** (EMBA-SL, '07) chief information officer.



Chad Foster (HCB, '00) released a new book, *Blind Ambition: How to Go From Victim to Visionary*.



Fidelis Care appointed **Richard Gajdowski** (PEMBA, '04) medical director.

Giorgio Gotti (HCB, '03, '07) was elected to the 2020-2021 board of directors for the American Accounting Association.

Former WNBA and Olympic champion **Kara Lawson** (HCB, '03) was named Duke University's fifth head coach of women's basketball.

Thom Lobe (PEMBA, '06) became chief medical officer and chairman of the medical board at Human Health Organization.



Nashville Business Journal selected **Tyler Muesch** (HCB, '05), of Pinnacle Financial Partners, for its 40 Under 40 list.

Miquel Núñez, Jr. (PEMBA, '00) serves as CEO at Salubris, LLC, and has been appointed to its board as non-executive chairman.



Josh Roddy (HCB, '03) joined FirstBank's Dayton branch as a senior relationship manager.

Anup Sharma (PEMBA, '09) has been named director of operations at Anthem, Inc.



Barrett Simonis (HCB, '01) was profiled in the *Journal of Accountancy*. Simonis is the chair of the board of directors of the Tennessee Society of CPAs.



SolarWindow Asia appointed **Joseph Song** (HCB, '07) director of operations.

Amanda Tolhurst (HCB, '04) was promoted to COO at Converse.

'10s

Renato Acosta (ProMBA, '18) joined Medtronic as a technical service engineer.

Allegheny Science & Technology hired **Nadya Ailly** (ProMBA, '19) as a program analyst.

Vxtra Health named **Timothy Attebery** (EMBA-HL, '15) chairman of the board.

Doru Bali (PEMBA, '15) added another medical directorship at MORC, Inc.



Stacey Berner (EMBA-HL, '16) was featured on *Becker's ASC Review's* list of the CEOs of the six largest ambulatory surgery companies. Berner

is the principle, managing partner, and CEO of SurgCenter Development.

Arjun Bhowmik (EMBA-GSC '14) was recently promoted to vice president for the integrated supply chain of Western Europe at Carlsberg Group.

Fred Bonanni (PEMBA, '18) is the director at Blessing Health System Bariatric Institute.

Sam Bradley (PEMBA, '18) founded CRMS Holdings, LLC, a PPE brokerage.

Minneapolis VA Medical Center appointed **Kevin Brown** (PEMBA, '14) as chief of neurology.

Mitch Cahan (PEMBA, '14) is now chair of surgery for Mount Auburn Hospital at Harvard University's Medical School.

Kevin Casey (PEMBA, '13) was named chief medical officer at Mercy Health-Toledo.

Integrity Laboratories CEO **Christian Clevenger** (EMBA-SL, '12) announced that the FDA had given final Emergency Use Authorization approval for Integrity's coronavirus test in mid-April, one of only a handful of companies to be approved at the time.

US Foods promoted **Nick Davis** (ProMBA, '18) to HR business partner.

Cameron Dicken (ProMBA, '19) joined Stenger & Stenger, P.C., as vice president of collections, technology, and analytics.

Turki Al Essawi (PEMBA, '13) joined Saudi German Hospitals as consultant urologist for laparoscopy, robotic, and endourology.

Michael Feldman (EMBA-GSCM, '19) is one of the leaders helping the Mayo Clinic roll out a fleet of four autonomous vehicles to transport coronavirus test specimens.

The Leukemia & Lymphoma Society elevated **Bethany Fields** (ProMBA, '16) to campaign development manager.

Chavez Golden (ProMBA, '18) was promoted to transportation planner and logistics analyst at Bush Brothers.

Jay Grider (PEMBA, '13) became chief physician executive at UK HealthCare.

Ethan Halm (PEMBA, '18) became the inaugural holder of the Raminder Kumar, M.D., Distinguished Professorship in General Internal Medicine at UT Southwestern.



Michael Feldman (EMBA-GSCM, '19)

Theresa Herman (PEMBA, '12) has opened an independent consultancy specializing in healthcare executives, quality, and clinical operations.

Poets&Quants selected **Jasmine Howard** (HCB, '12) as one of their 2020 Best & Brightest MBAs. Howard is pursuing her MBA at Georgia Tech.

Sim Jagannathan (PEMBA, '17) is vice chair and interim division head of general academic and clinical anesthesia and medical director of pediatric anesthesia research for the Ann & Robert H. Lurie Children's Hospital of Chicago.

Tara Jaynes (ProMBA, '18) joined AstraZeneca as a respiratory primary care sales specialist.

David Klingensmith (PEMBA, '17) is now chairperson of the continuous quality improvement committee at USAP-Nevada.

June Lee (PEMBA, '13) is now a Certified AAAASF accreditation surveyor for the American Association of Ambulatory Surgical Facilities, Inc.

Paul Levy (PEMBA, '10) is chief medical officer at Baptist Memorial Healthcare in Oxford, Mississippi.

Cambrey Little (EMBA-HL, '15) joined Krames as national vice president of sales and strategic partnerships.

Michael Meyer (PEMBA, '16) is serving as interim chief medical officer at Tacoma General Hospital and Allenmore Hospital.

Coliseum Health System welcomed **Corbi Milligan** (PEMBA, '13) as its chief medical officer.

Vikash Negandhi (PEMBA, '13) is chief executive officer at Trust USA Home Health, LLC.

Newell Brands brought on **Gabriel Owen** (ProMBA, '19) as a platform planning manager.

Perma-Fix Environmental Services hired **Sarah Roberto** (ProMBA, '19) as senior marketing director.

Emran Rouf (PEMBA, '15) is now chief medical officer for Texas Medicaid (Star + Plus) at Cigna.

Dipali Ruby Sahoo (PEMBA, '19) was elected to serve as the first female chief of staff of Grand Strand Regional Medical Center in Myrtle Beach, South Carolina.

Ghazala Sharieff (PEMBA, '11) joined Scripps Health as chief medical officer.

Assured Bio Labs LLC, headed by **Edward A. Sobek** (EMBA-HL, '16), became the first U.S. lab to receive accreditation for surface and air analysis of the virus that causes COVID-19.

Sherri Spunt (PEMBA, '12) is now an endowed professor of pediatric cancer at Stafford University School of Medicine.

Arconic promoted **Robert Watkins** (ProMBA, '19) to senior staff electrical engineer.

Howard Weeks (EMBA-HL, '18) became the University of Utah Health Plan's chief medical officer.



Turner Whaley (HCB, '19) is a man of many talents. In addition to his job as inside sales specialist at KaTom Restaurant Supply, Inc., he

is the new guitarist and singer for the bluegrass band Kentucky Just Us.



Lia Winter (MBA, '19), CEO of Winter Innovations, received her first patent, for the EasyWhip™, a specialty needle for orthopedic ligament and tendon reconstruction surgery. (**Preston Dishner** [HCB, '19] is COO of the company.)

Matt Young (PEMBA, '11) was named vice chief of staff for Mission Hospital at HCA Healthcare.

'20s

Cullen Briere (HCB, '20) is now a consultant with Daugherty Business Solutions' Atlanta branch.

Monster Energy elevated **Mitch Covington** (HCB, '20) to senior vice president of sports marketing.

Sonja Feck (HCB, '20) started a new career at Northrop Grumman as a materials and process engineer.

Mary-Katherine Harper (PEMBA, '20) was named to the *Phoenix Business Journal* 40 under 40 list.

Eastman Chemical Company promoted **Meredith Harris** (ProMBA, '20) to sales excellence and compensation analyst.



Luke Lindeman (HCB, '20) accepted a position with Lockheed Martin in its Operations Leadership Development Program.



Brady Sartain (HCB, '20) is now a logistics specialist with Pilot Flying J.



Madeleine Stanfield (HCB, '20) joined Smith+Nephew's Graduate Development Program.

Nainika Sudheendra (HCB, '20) was hired as manager of transportation strategy for Walmart's Arkansas business. She also was accepted to the Harvard Business School's PhD program.

Mary Jo Swearingen (HCB, '20) began a new role as a human resource specialist in the office of the Tennessee Comptroller of the Treasury.

Jiaju (Justin) Yan (HCB, '20) is now an assistant professor of entrepreneurship at Baylor University.



To share your news with the University of Tennessee, Knoxville, Haslam College of Business community, submit it along with any relevant images to haslam@utk.edu. Please use "Alumni News" in the subject line.

This update reflects information known as of Nov. 1, 2020.

EDWARD SOBEK

Local Lab Helps Healthcare Prevent Spread of COVID-19

In June, Assured Bio Labs, LLC, an environmental microbiology lab in Oak Ridge, became the first U.S. facility to be accredited by the AIHA for surface and air analysis of the virus that causes COVID-19. Since then, the lab has tested samples for more than 100 clients including hospital systems, long-term care facilities, financial institutions, commercial businesses, municipalities, and manufacturing facilities. Their capability allows for rapid detection and quantification of SARS-CoV-2 virus in air or on surfaces using proprietary swab technology and M-TRAP® technology patented by Assured's CEO, Edward Sobek (EMBA-HL, '16).

"Our technology allows for quick, 10-minute grab samples from the air or longer samples using our WhisperCare Continuous Monitoring technology that can run from eight hours to seven days, depending on the client's need," Sobek says.

With the pandemic still surging, testing air and surfaces for COVID-19 is essential to protect workers and the public. Many large companies are preparing (or have begun) to bring workers back in full or partial capacity, and one of the key technologies they are interested in deploying to combat Covid-19 infections is WhisperCare.

Sobek originally developed the business plan and marketing for WhisperCare while working on his Executive MBA for Healthcare Leadership in 2016 at the University of Tennessee, Knoxville's Haslam College of Business. His project focused on implementing WhisperCare in hospital critical care facilities, and he conducted a project in a pediatric oncology facility where he monitored 25 patient rooms over six months at University Hospitals Rainbow Babies in Ohio.

"We had been using WhisperCare to detect airborne mold and bacteria that are harmful to children with weak

immune systems in the oncology facility," Sobek says. "When COVID-19 hit, it was an easy switch to adapt WhisperCare to capture SARS-CoV-2 virus."

Sobek notes that the technique his lab developed for COVID quantifies the virus concentration in a sample, whereas other labs only report positive or negative results. Quantification reduces false negative and false positive reporting.

"We take a molecular biology approach and extract and quantify SARS-CoV-2 virus based on a calibrated RNA analysis," he says. "It's very similar to what the CDC is doing, but we provide count data or the exact number of viral particles in the air or on a surface."

Sobek says engineering solutions that focus on air circulation, coupled with knowledge of viral loads in the air and on surfaces, are required to confront the problem.

"Facility managers and EHS personnel need counts to test and refine their cleaning and air purification methods," says Sobek.

Assured Bio is working closely with Georgia Rural Health Innovation Center to monitor hospital COVID ICU rooms and rural schools. That collaboration involves

another 2016 EMBA-HL graduate, Tiffany Nelson, who is the executive director of the center.

"When COVID-19 hit we started discussing an approach to help protect healthcare staff as well as students and teachers in public schools," Sobek says. "We wanted to know how much, if any, viral load was being shed from infected persons, and how the virus spreads indoors on air currents related to ventilation."

Sobek says they have been detecting high viral airborne concentrations in the ICU rooms, which is often greatest near the ventilator, but remains in the thousands throughout the room—more than enough viral particles to infect care providers.

"This testing has provided us with critical information to implement measures to reduce airborne concentration in these locations," he says. Assured's next steps include monitoring areas immediately outside of the ICU and starting testing on low-cost technologies that can reduce the spread. ●





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