

FROM THE DEAN



Being a Volunteer means contributing to endeavors greater than one's narrow self-interest. At the Haslam College of Business, it's easy to see this Volunteer Spirit in the impact our students, alumni, faculty, and staff make in and outside our classrooms and across the globe. Our education of students, our generation of new ideas, and our partnering with business, government, and community organizations improves the world.

Take, for instance, the alumnus on the cover of this issue. Bob Baron (*page 12*) saw an urgent need in his community—the need to more quickly and efficiently warn residents of severe weather in their area—and stepped forward into new territory to imagine, create, and market technology that has arguably saved thousands of lives. The success of the Barons and alumni like them showcase the University of Tennessee, Knoxville's entrepreneurial spirit and the heart of Volunteers. When there is a need, our people don't look to others and wait. They step forward with purpose and get to work, helping wherever they may.

Our faculty is being noticed at the national and international level. Marianne Wanamaker (*page 10*), associate professor of economics, has been recognized by the United States government as her drive and knowledge earned her a spot on the Council of Economic Advisors to the White House. In the business world, research such as Assistant Professor Michel Ballings' study (*page 8*) of social media's effects on lead generation and identification for Coca-Cola, is shaping how companies carry out their work.

Our students are learning not only how to impact the business world, but also sharing that knowledge with the younger generation. As part of our Venture Living/Learning Community, Haslam students (*page 26*) are going into K-12 classrooms to teach basic business knowledge and financial literacy to Tennessee students through a partnership with Junior Achievement.

Our staff (*page 34*) contribute to the university and to Haslam in myriad ways, and their efforts were recently recognized in a special celebration at Neyland Stadium that showcased their commitments.

Everywhere you look at Haslam, you see evidence of a college committed, at its core, to creating positive outcomes. It's not just a place to learn, though that is chief among its aims. Here, we are better when we reach beyond ourselves to forge lasting connections. This wouldn't be possible without the support and time investment of our alumni and friends. Thank you for all you do to make all of this possible.

With warm regards,

Stephen L. Mangum

Dean and Stokely Foundation Leadership Chair
Haslam College of Business