

# HASLAM



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

MAGAZINE  
Winter 2018 – 2019

## RESILIENT VOLUNTEER

Dave Carver triumphs  
over adversity

### PLUS

Business Analytics  
Wins the UPS George  
D. Smith Prize

Research: Being Good  
is Good for Business



# ONE MBA SEVEN WAYS

#1 Most Relevant MBA  
*The Economist*

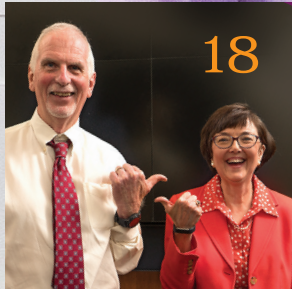
[Haslam.utk.edu/7mba](http://Haslam.utk.edu/7mba)



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## 14 Joy & Hard Work

Dave Carver's life was dramatically altered by spinal cord trauma, but his tenacious work ethic and an enduring partnership with his wife, Penny, bring promise to each new day.



## Pure Teamwork

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AT THE UNIVERSITY of Tennessee, Knoxville, students become a community of Volunteers, where an emphasis on service, servant leadership, and impact beyond self helps guide their steps. The Volunteer spirit shines not only in outcomes, but also in the small wins, failures, and challenges along the way. Students take the tenacity formed through these experiences with them into the “real” world where challenges often spring from unexpected sources.

Our cover subject, Dave Carver, applied this can-do attitude first in his career in the pharmaceutical industry. His tenacity served him well and helped prepare him for one of his greatest challenges—recovering from a spinal cord injury. The Carvers, who have worked as a team to get Dave back on his feet, offer great advice for business and life, saying, “Instead of getting frustrated...appreciate every tiny improvement.”

Seemingly tiny improvements add up to sea changes in many settings,

including in how education is delivered, how research is conducted, and how business is done. Our Department of Business Analytics and Statistics saw years of hard work rewarded recently when the Master’s of Science in Business Analytics (MSBA) program received the UPS George D. Smith Prize from INFORMS, the leading professional and academic society in operations management. The prize recognizes best in class collaboration between industry and academia. Haslam’s MSBA was recognized as a program able to continually pivot both its curriculum and its capstone experiences to fully address new challenges in data science. Receipt of the Smith Prize further affirms the program’s status as one of the country’s leading data analytics programs.

Teamwork, service to others, tenacity, impact beyond self—these are hallmarks of Haslam programs, students, alumni, and faculty and staff. Thank you for continuously striving to exhibit these valued characteristics.

With warmest regards,

Stephen L. Mangum  
Dean and Stokely Foundation  
Leadership Chair  
Haslam College of Business

# 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.

## HASLAM COLLEGE OF BUSINESS EXECUTIVE LEADERSHIP

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Associate Dean for Undergraduate  
Programs and Student Affairs

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Associate Dean for Research and Faculty

**BETSY ADAMS**  
Assistant Dean of Finance and Administration

## HASLAM MAGAZINE

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## WE WANT TO HEAR FROM YOU!

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The Haslam College of Business will host the **2019 SEC MBA Case Competition**, to be held April 4-6, 2019.

COLLEGE-WIDE



Speakers in the fall Neel Corporate Governance Speaker Series included Mike Willis, the assistant director of the Office of Structured Disclosure at the US Securities and Exchange Commission; Paul DeNicola, a principal at PwC's Governance Insights Center; and Kathleen M. Hamm, a board member of the Public Company Accounting Oversight Board.



In July, *The Economist* WhichMBA ranked the Haslam Executive MBA number one worldwide for program relevance. The magazine's third bi-annual Executive MBA ranking rates Haslam's Executive MBA 23rd in the world and 14th among all US programs.



**After completing 113 hours of classroom training, some 13 US Air Force civilian employees received executive development certificates from Haslam.**

Haslam experts from the **Construction Center** recently traveled to Nashville to conduct job safety training as part of the National Safety Stand-Down to Prevent Falls in Construction.

Haslam's **Neel Corporate Governance Center research fellows** published 15 corporate governance-related papers in top-tier outlets and presented at 29 conferences in the US and internationally.

The Haslam College of Business and the Council of Supply Chain Management Professionals (CSCMP) hosted the inaugural **2018 Megatrends Series: Transportation Summit in Chicago**.



Linda-Eling Lee

Linda-Eling Lee, global head of research for MSCI's ESG research group, and Steve Albrecht, professor emeritus of the Marriott School of Business at Brigham Young University, spoke at the spring **Neel Corporate Governance Center Speaker Series**.



**The Office of Diversity and Community Relations** hosted several professional development trips to businesses in Knoxville, Kingsport, and Cincinnati, Ohio. The department also hosted 150 students, staff, and family members for the Children's Defense Fund's Freedom Schools Program, a six-week long summer program offering high-quality academic enrichment.



**UTSHRM & the Entrepreneurship Club** received a service award for volunteering in 40 classes in the fall and spring.



**The New York Times**  
October 9, 2018

“Opioid use has a large impact on both unemployment rates as well as employment participation rates.”

**Matthew Murray** Associate director of the Boyd Center for Business and Economic Research, director of the Howard H. Baker, Jr. Center for Public Policy, and Ball Corporation Professor of Business, on the consequences of substance abuse on communities in the Southeastern labor markets.

**Greater Baton Rouge Business Report**  
September 28, 2018

“There has been a maintained hypothesis in the literature that says CEOs might not be able to impact corporate tax outcomes—that it’s unlikely for them to be involved in the day-to-day operations of tax policy. Corporate boards are in charge of hiring and firing CEOs, so the fact that we find some evidence that CEO departures are tied to corporate tax policy outcomes suggests that CEOs are being held accountable.”

**James Chyz** Associate professor of Accounting and Information Management, Neel Corporate Governance Center, on the danger to CEOs when firms over- or underpay taxes.

**Yahoo Finance News**  
September 10, 2018

“A 10 percent increase in prescriptions [of opioids] causes a .56 percentage point reduction in labor force participation.”

A quote from research by **Matthew C. Harris**, Stahl PEMBA Fellow, Kay & Bill Whitman Faculty Research Fellow, assistant professor, Boyd Center for Business and Economic Research, et al., on the deleterious effect on labor force participation caused by the opioid crisis.

**DC Velocity**  
September 5, 2018

“[These] benchmark companies no longer take the approach that supply chain should simply deliver on what marketing and sales design. The expectation for supply chain leaders to positively impact this process by providing the costs and investments to develop each new product has shifted from ‘nice to have’ to a requirement.”

**Mike Burnette** Associate director of the Global Supply Chain Institute, on the importance of involving supply chain managers early in the process of launching a new product.

**Nashville Scene**  
July 15, 2018

“From a theoretical standpoint, if you have a universe of stocks to choose from and then you eliminate some of those stocks from your universe of choices, you can never be better off.”

**Andy Puckett** Castagna Professor in Investments and Finance PhD program director, on why socially responsible investing practices may limit a pension fund’s profit potential.

**Wall Street Journal**  
June 19, 2018

“Much of the current trade will likely continue as is, it’ll just cost more. We’ll still ship things, things will still arrive the way they’re supposed to—it’s just an element we don’t need to deal with.”

**Mary Holcomb** Gerald T. Niedert Professor and professor of Supply Chain Management, on whether businesses with production facilities overseas would shift operations to the United States in response to new tariffs.

**Materials Handling & Logistics**  
June 7, 2018

“The digital technologies hitting the marketplace today and in the near future promise to make the changes in supply chain practice over the next five to 10 years dwarf that which we have seen in the last 10.”

**Ted Stank** Bruce Chair of Excellence, Global Supply Chain Institute, on preparing for new technologies in supply chain management.

**Forbes**  
May 30, 2018

“Relevance is synonymous to sales. Advertisers maximize sales, not relevance. They do not measure relevance, they measure sales, and use it as a proxy for relevance.”

**Michel Ballings** Nancy & David McKinney Faculty Research Fellow and assistant professor, Business Analytics & Statistics, on what “relevance” means for marketing and advertising.

**CoinNinja**  
May 29, 2018

“The research we have on bubbles points to the fact that it’s really hard to identify a bubble while you’re in one. However, the price trajectory of Bitcoin is very consistent with a bubble phenomenon.”

**Andy Puckett** Castagna Professor in Investments and Finance PhD program director, on whether Bitcoin is a fad that will bust or transform how financial systems work.

**Supply Chain Dive**  
April 18, 2018

“We should not think about automation first. We should think of process engineering and process design.”

**Randy V. Bradley** assistant professor of Supply Chain Management, addressing how to approach the ‘NextGen Supply Chain.’

**Education Dive**  
March 20, 2018

“We don’t have a problem recruiting to our major. What we do have a problem with is getting more women into the major. The companies that recruit here want diversity. They’re actively trying to recruit more hires to represent diversity.”

**Diane Mollenkopf** McCormick Associate Professor of Logistics, Supply Chain Management, reflecting on her department’s recruiting challenges to meet employers’ desires.





**Mohammed Mohsin and Luiz Renato Lima won the Isaac Kerstenetzky Award for their paper, “Time-Varying Dictionary and the Predictive Power of FED Minutes,” at the CIRET conference on big data in economics.**

## Kindergarten–Twelfth Grade

The Boyd Center, partnering with Georgia State University and the Tennessee Department of Education, will research the effects of career technical education programs in K-12 schools, funded by a grant from the Laura and John Arnold Foundation.

### BOYD CENTER FOR BUSINESS AND ECONOMIC RESEARCH

The Boyd Center released an economic study reporting that in 2017 BlueCross BlueShield of Tennessee’s headquarters brought an estimated \$1.6 billion in income, nearly 20,000 jobs, and \$367.9 million in tax revenue to Tennessee’s economy.

**\$1.7B**

The Boyd Center produced a study determining that the University of Tennessee, Knoxville, generates \$1.7 billion in annual income and supports more than 35,000 jobs in the state.

The Tennessee Economic Development Council presented **Matthew Murray**, associate director of the Boyd Center for Business and Economic Research, with its Jim Spradley Volunteer of the Year Award in Economic Development.

**The Boyd Center’s Tennessee State Data Center released statistics, covering all local governmental units, including incorporated places, minor civil divisions, and consolidated cities, which show that Franklin, Tennessee, is among the 15 fastest-growing large cities in the United States.**



### ECONOMICS



**Marianne Wanamaker** received the 2017 IPUMS Research Award for her work on “Tuskegee and the Health of Black Men,” published in *The Quarterly Journal of Economics*.



**Matt Harris, Larry Kessler, and Matthew N. Murray** of the Boyd Center, and Beth Glenn of Tulane University, provided findings for the 2018 Tennessee Economic Report submitted to Tennessee Gov. Bill Haslam in December 2017. Their research reveals prescription opioid abuse correlates compellingly with lower labor force participation rates in the Southeastern United States. A paper based on their research, “Prescription Opioids and Labor Market Pains: The Effect of Schedule II Opioids on Labor Force Participation and Unemployment,” has been submitted to the *Journal of Human Resources*.

**Don Bruce was appointed to the Executive Committee of the Southeastern Conference, as UT’s Faculty Athletics Representative. He also serves as the SEC representative to the Board of 1A FAR, the Division 1A association of Faculty Athletics Representatives.**

**The Knoxville Economics Forum hosted Kevin Hassett, chairman of the President’s Council of Economic Advisers.**

**Georg Schaur** was appointed as an Associate Editor of the influential journal, *Review of International Economics*.

woodlands, rivers, and wildlife habitats. He also is serving as a co-chair on the governor’s TN H2O task force, charged with developing a water plan for Tennessee.

**Vossler** presented research at the 6th World Congress of Environmental and Resource Economists, held in Gothenburg, Sweden.

students and presented research at a workshop on economic valuation of the environment held at Renmin University of China.

**Charles Sims** completed a study assessing the economic value of Tennessee’s

**Charles Sims** and **Christian**

**Christian Vossler** discussed frontier research topics with doctoral

### HUMAN RESOURCE MANAGEMENT



**Debbie Mackey**, a distinguished lecturer in Human Resource Management and the director of the Human Resource Management master’s program, had a scholarship named in her honor. **TO CONTRIBUTE: GIVING.UTK.EDU/MACKEY.**



*“Ultimately, it connects us with lots of high quality employers.”*

— JOE BINDNER  
SENIOR IN FINANCE

CONNECTIONS: BUILDING THE HOUSE OF SALES MARKETING

# The Professional Sales Forum

**TOM VAN DORSELAER** is on a mission to connect students with the sales training and resources they need to succeed. Many students come to class with misconceptions about the definition of professional sales. “It’s not about convincing customers to buy something they don’t want—it’s about understanding customers’ needs and solving their problems,” says Van Dorselaer, executive director of the Professional Sales Forum, introduced last year by the Department of Marketing. “The way you get to understand their needs is through great communications skills. We teach students to listen actively, ask open-ended questions, and use the customer’s comments to draw conclusions.”

The Professional Sales Forum is designed to connect companies to the college’s educational programs, to leaders in the field, and to each other. The forum hosts events for corporate partners twice a year, providing opportunities for students to mingle with industry leaders and demonstrate their skills at sales competitions. Currently, 23 companies take part in the forum, including AT&T, Whirlpool, Cintas, Ryder, and PepsiCo.

RECRUITING, NETWORKING, AND EDUCATION

The forum’s three main goals represent its purpose to build connections between academia and industry leaders. A speed networking event is the focal point of the fall gathering, while the spring meeting centers around education and includes guest speakers, breakout sessions, and a sales competition for students.

Joe Bindner, a senior majoring in finance, sat next to a vice president of sales at a forum event and agreed to stay in touch after their conversation. Later, Bindner was invited to interview at the company. “One of my interviewers was the VP I had already built a relationship with, which made a world of

difference,” Bindner says. “I’d had the opportunity to pick his brain weeks before the interview and learn what was important in a candidate.”

Bindner values the experience he’s gained through involvement in the forum. “It creates a professional yet comfortable environment where students can enhance their consulting, problem solving, and sales skills,” he says. “Ultimately, it connects us with lots of high quality employers.”

Student Paige Breske says the forum sets Haslam’s program apart because it includes top-tier companies across many industries. “Students who take advantage





SPEED NETWORKING



PROFESSIONAL SALES FORUM BY THE NUMBERS

**23** Since its inception in fall 2017, the Professional Sales Forum has signed on 23 corporate partners

**45** Received 45 in-class visits from corporate partners

**330** students have completed professional selling courses

**3** Hosted three Sales Forum conferences

**160** students have participated in campus and national sales competitions

of these opportunities to network with great companies get a leg up when it comes to finding their dream careers,” Breske says. Through the forum, she has connected with recruiting managers for top companies including AT&T, Ryder, and E. & J. Gallo.

Ultimately, Van Dorselaer wants the forum to provide value for corporate partners as well as students. “We want to understand their needs and what they want from us, and respond to that,” he says. “We stay in close touch with them and try to cultivate long term partnerships.”

Companies benefit from hiring Haslam’s marketing

graduates, many of whom have taken courses in the college’s top-rated supply chain program. “The talent that this program delivers is beginning a transformative change in our organization and driving our business strategy,” says John Sharpe, CEO of StaffSource, a specialized staffing agency and forum partner. “With the level of talent in the Haslam graduates we hire, the needed training time has dramatically decreased and our productivity levels have increased.”

Sharpe attributes the forum’s success to Van Dorselaer and his team’s emphasis

on relationships. “They understand that part of the success factor is in the relationships we have back and forth between partners and faculty,” he says. “Those relationships are the mortar that holds the house together.” ■

*“The talent this program delivers is beginning a transformative change in our organization.”*

— JOHN SHARPE  
CEO OF STAFFSOURCE



**OPPOSITE:** Smokey made a surprise visit to this year’s Professional Sales Forum.  
**AT LEFT:** Left to right, Mark A. Moon, head, Department of Marketing and Flaskerud Faculty Fellow, Tom Van Dorselaer, executive director of the Professional Sales Forum, and Daniel Flint, Regal Entertainment Group Professor.  
**TOP:** Students rotate amongst company tables during the event’s round of speed networking.



## BEING GOOD IS GOOD FOR BUSINESS

**CONSUMERS FACE** a staggering array of choices in today's marketplace. In an attempt to differentiate their goods and services from the competition's, companies today are increasingly engaging in cause marketing, or the association of a company's brand with a specific cause that can benefit society or the environment.

A recent study by faculty at the University of Tennessee, Knoxville, finds that corporations that successfully employ cause marketing, such as in campaigns where a donation is made with the purchase of a specially-marked item, see their profits rise.

Neeraj Bharadwaj, an associate professor in the Department of Marketing at the Haslam College of Business, says that companies which link their brands with causes that resonate with consumers can entice current customers and cultivate customers from rival brands. "Cause Marketing and Customer Profitability," recently published in the *Journal of the Academy of Marketing Science* by Bharadwaj and his colleagues, draws a clear line between cause marketing and profitability.

"Research suggests that the vast majority of consumers want to do business with firms that are good corporate citizens," Bharadwaj says, noting how this trend is now found in Super Bowl commercials, the upper echelon of the marketing arena. "In this year's Super Bowl, 20 percent of all ads linked their brand to various causes," which he says, is three times the number of such ads aired during the sporting event in 2017.

Bharadwaj and his co-authors, Michel Ballings, an assistant professor in the Department of Business Analytics and Statistics at Haslam, and Heath McCullough, a former doctoral student in Haslam's marketing department, investigate both the positive outcomes for a brand implementing cause marketing and the impact of such campaigns on the main rival's brand. Their study of Yoplait's partnership with Susan G. Komen to raise funds for breast cancer research reveals notable results on both fronts.

General Mills, Yoplait's parent company, pledged to make a 10 cent contribution to the Komen cause each time a customer submitted a code from the lid of a specially-marked package of their yogurt purchased during September and October. Pulling their results from a panel of more than 7,000 customers, Haslam researchers found that Yoplait saw a 2.7 percent increase in customer profitability during the time of the promotion, while key rival Dannon saw a loss of customer profitability of 13.3 percent during the same period.

By evaluating Yoplait's partnership with Susan G. Komen, the authors demonstrate cause marketing's benefit in promoting practical product categories, as opposed to more luxurious categories more commonly associated with charitable donations.

"Our research supports that brands—even those in lower price point categories like yogurt—that are aligned with a salient cause can deliver an additional benefit to consumers beyond the product itself, and in turn, yield desirable business outcomes," Bharadwaj says.

Though the authors acknowledge other factors, including price reductions and featured status of a discounted product within store circulars, correlate to even greater increases in customer profitability, the additional benefit to a brand implementing a cause marketing campaign and the detriment to its competitor provide a strong argument toward its addition to current marketing practices.

The study provides specific behavioral evidence of profit impact from cause marketing. The findings also provide behavioral evidence supporting cause marketing's potential to convert rivals' customers while simultaneously strengthening brand equity, establishing it as an assertive strategy to draw customers and purchases away from competitors.

—Emma Richards ■



RESEARCH SUGGESTS THAT THE VAST MAJORITY OF CONSUMERS WANT TO DO BUSINESS WITH FIRMS THAT ARE GOOD CORPORATE CITIZENS."

—Neeraj Bharadwaj

TO ACCESS THE ABSTRACT OR REGISTER TO READ THE PAPER IN ITS ENTIRETY AT NO CHARGE, PLEASE VISIT [TINY.UTK.EDU/CAUSEMARKET](http://TINY.UTK.EDU/CAUSEMARKET).





**Michael Galbreth** joined the Haslam College of Business as the new head of the Department of Business Analytics and Statistics and the Pilot Chair of Excellence.

**Mandyam Srinivasan's** paper (co-authored with C. Fay and M.R. Bowers), "First-Class Airline Catering at the World's Busiest Hub," was published in *APICS Magazine*, the professional publication of the American Production and Inventory Control Society.

**BUSINESS ANALYTICS AND STATISTICS**

**Hamparsum "Ham" Bozdogan**

- Received the Keynote Lecture Award for his talk: "Robust Bayesian Relevance Vector Machines in Regression and Supervised Classification Using Information Complexity and the Genetic Algorithm" at the 11th International Statistics Day Conference in Bodrum, Turkey
- Received the Special Invited Speaker Award of the Interface Foundation of North America at the Symposium on Data Science and Statistics (SDSS) in Reston, Virginia, and organized and chaired the Model Selection in High Dimensions with Complexities session
- Received International Outreach Awards from Ankara University in Ankara and 19 Mayıs University in Samsun, Turkey, respectively
- Lectured at Istanbul University's Quantitative Lectures (ISTQL) in Istanbul, Turkey, on Information Complexity and Multivariate Modeling in High-Dimensions with Applications to graduate students, faculty, and other research workers coming from Europe, Russia, and other Middle East countries
- Has been invited to serve on the editorial board of ENTROPY



**Melissa "Missie" Bowers** was on the organizing committee for the second annual INFORMS MAPD (Meeting of Analytics Program Directors), and chaired a session on alumni engagement. She delivered two talks at the meeting, on "The State of Analytics Education" with Terry Harrison and on "The Analytics Marketplace" with Jeff Camm. She also was elected INFORMS Vice President of Education.



**THE AMERICAN ACCOUNTING ASSOCIATION NAMED JAN R. WILLIAMS THE 2018 OUTSTANDING ACCOUNTING EDUCATOR**

**ACCOUNTING & INFORMATION MANAGEMENT**

**James Chyz** coauthored the paper, "Can Paying 'Too Much' or 'Too Little' Tax Contribute to Forced CEO Turnover?" which was recently published in *The Accounting Review*.



**Mary Leitnaker**, of the business analytics department, received emeritus status upon her retirement this summer.

**Robert Mee** is co-chair for the next Design and Analysis of Experiments (DAE) Conference, which Haslam will host in October 2019.

**The Sports Analytics Club hosted the third annual Sports Analytics Conference. The speakers were Hao Meng, director of strategy for the NBA, Weller Ross, football analytics coordinator for the Houston Texans, Chris Groer, vice president of routing and optimization at MapAnything, and Greg Adamson, UT assistant strength coach in soccer, swimming, and rowing.**

**MANAGEMENT**



**David Gras** published the paper, "A Behavioral Theory of Social Performance: Social Identity and Stakeholder Expectations," in the *Academy of Management Journal*.

**STAFF**

**Janice Hall**, coordinator of academic support and engagement in the Office of Diversity & Community Relations, was selected for the *Knoxville Business Journal's* Top 40 Under 40.



**Nancy Scott**, director of leadership development programs at the University of Tennessee, Knoxville's Haslam College of Business, presented the paper, "Laugh with the boss: A model of subordinate humor, LMX, and employee guarding," at the 2018 Southern Management Association conference.



**MARKETING**

**Charles Noble**, dean for faculty and research, was named editor-in-chief of the *Journal of Product Innovation Management*.

“

The quality of our new faculty hires speaks to our commitment to bring the best and brightest in their fields to Haslam and the University of Tennessee, Knoxville. Through research and teaching, we are creating nationally and internationally recognized outcomes that improve the world.”

—Stephen L. Mangum  
DEAN AND STOKELY FOUNDATION  
LEADERSHIP CHAIR

Sining Song



Roy Schmardebeck



Amelia Hart



Michael Galbreth



Melissa Cardon



# New Faculty

Jennifer Rittenhouse



Jeremy Suiter



Jon Holztrager



Timothy Pollock



Ashley King



Eunae Yoo





## Sining Song

ASSISTANT PROFESSOR, DEPARTMENT OF SUPPLY CHAIN MANAGEMENT

### BIOGRAPHY

- PhD, Arizona State University
- Studied greenhouse gas emissions in the supply chain, can product recalls be profitable

### RESEARCH INTERESTS

- Sustainable supply chain, operations management
- Innovation and service operations
- Econometric analysis

### HONORS & AWARDS

- GPSA Teaching Excellence Award, Arizona State University
- DSI Best Analytical Paper Award Winner, DSI Annual Conference

## Amelia Hart

LECTURER, DEPARTMENT OF ACCOUNTING AND INFORMATION MANAGEMENT

### BIOGRAPHY

- Most recently with Lee University
- More than a decade industry experience

### RESEARCH INTERESTS

- Auditing and Advanced Auditing
- Governmental and Nonprofit Accounting
- Accounting and Information Systems

### HONORS & AWARDS

- Excellence in Advising Award, Lee University
- Compass Award Faculty Representative
- National Collegiate Business Merit Award

## Jennifer Rittenhouse

LECTURER DEPARTMENT OF MANAGEMENT

### BIOGRAPHY

- Twenty-five years in corporate human resources
- Previous employers include Denso, Alcoa, Pepsi, AMETEK

### SPECIALTIES

- Improving performance, profitability, and growth
- Leading and facilitating organizational change
- Presentations and training

### AWARDS & SERVICE

- Dr. Jane S. Redmond Commitment to Diversity Award, University of Tennessee
- Snider Whitaker Endowed Scholarship in Business
- Board Member, KnoxWorx
- HR Life Group Chair, Legacy Centre for Family Business and Entrepreneurship

## Jeremy Suiter

LECTURER, DEPARTMENT OF MANAGEMENT

### BIOGRAPHY

- Previously at University of Alaska Southeast
- Working papers: "Three paths from strategic planning toward long-term performance," and "The antecedents and performance benefits of top management team stability,"

### RESEARCH INTERESTS

- Strategic management
- International business
- Entrepreneurship

### HONORS & AWARDS

- Crystal Crest Master Teacher Award Nominee, Weber State University
- Outstanding Graduate, Weber State University
- Trustees Scholarship, Brigham Young University

## Timothy Pollock

HASLAM CHAIR IN BUSINESS AND DISTINGUISHED PROFESSOR OF ENTREPRENEURSHIP, DEPARTMENT OF MANAGEMENT

### BIOGRAPHY

- Most recently Michael J. Farrell Chair in Entrepreneurship at Pennsylvania State University

### SPECIALTY

- Social construction of value in uncertain, ambiguous situations, with a focus on the initial public offerings market

### HONORS & AWARDS

- Bright Idea Award, Seaton Hall University
- Best Paper Award, Strategic Management Society
- Best Published Paper, Oxford University Centre for Corporate Reputation
- Visiting Scholar, London Business School

## Roy Schmardebeck

ASSISTANT PROFESSOR DEPARTMENT OF ACCOUNTING AND INFORMATION MANAGEMENT

### BIOGRAPHY

- Former assistant professor at University of Missouri
- Publications in and peer reviewer for industry journals

### RESEARCH INTERESTS

- Financial reporting quality
- Corporate governance
- Auditing

### HONORS & AWARDS

- INquires Grant, PwC
- Doctoral Consortium Fellow, AAA/ Deloitte/J. Michael Cook
- Distinguished Doctoral Fellowship Recipient, University of Arkansas

## Michael Galbreth

PILOT CORPORATION CHAIR OF EXCELLENCE, PROFESSOR, AND HEAD DEPARTMENT OF BUSINESS ANALYTICS AND STATISTICS

### BIOGRAPHY

- Previously at University of South Carolina
- Extensive publications in the field of analytics and operations management

### SPECIALTIES

- Sustainable operations
- OM-Marketing interface
- OM-IS interface
- Supply chain management
- Retail operations

### HONORS & AWARDS

- Most Outstanding Core Professor, IMBA Program
- Outstanding Reviewer, *Journal of Operations Management*
- POMS Paul Kleindorfer Award
- Fulbright Scholar

## Melissa Cardon

NESTLÉ PROFESSOR OF MANAGEMENT, DEPARTMENT OF MANAGEMENT

### BIOGRAPHY

- Prior work at Pace University in New York
- Served as co-director of Pace's Faculty Center for Innovative Teaching and Professional Development

### SPECIALTIES

- Organizational behavior
- Human resource management
- Management information systems

### HONORS & AWARDS

- Lublin School of Business Excellence in Research Award
- IDEA Thought Leader Award, Academy of Management Entrepreneurship Division
- Best Paper Award, American Marketing Association's Summer Educator's Conference

## Jon Holztrager

DIRECTOR OF SUPPLY CHAIN PARTNERSHIPS, DEPARTMENT OF SUPPLY CHAIN MANAGEMENT

### BIOGRAPHY

- Several decades of industry experience
- Previous employers include Kimberly-Clark Corporation, the Tennessee Valley Authority, and the Sony Digital Audio Disc Corporation of America

### SPECIALTIES

- Total delivered cost reduction
- Supply chain transformation
- Enterprise responsibility

### BOARD MEMBERSHIPS

- MBA Capital Project Review Board at the University of Tennessee
- Sony Digital Audio Disc Corporation of America
- Customer Emeritus Board Member: ISNworld

## Ashley King

LECTURER, DEPARTMENT OF ACCOUNTING AND INFORMATION MANAGEMENT

### BIOGRAPHY

- Graduate of Haslam's Master of Accountancy program
- Recently part of audit team for Crowe LLP and supervisor at LBMC in Knoxville

### COMMUNITY SERVICE

- Board Member, Wesley House of Knoxville

### SKILLS & CERTIFICATIONS

- Certified public accountant
- Industry software knowledge
- Entrepreneurial experience

## Eunae Yoo

ASSISTANT PROFESSOR DEPARTMENT OF SUPPLY CHAIN MANAGEMENT

### BIOGRAPHY

- PhD in Supply Chain Management from Arizona State University
- Expertise in the application of analytical approaches to crisis situations

### RESEARCH INTERESTS

- Humanitarian and disaster relief operations management
- Information diffusion on social media and other internet platforms
- Big data and machine learning

### WORKING PAPERS

- "Expanding the reach of humanitarian organizations on social media platforms" and "The effects of competition for attention on information diffusion during disasters"



## THE ART OF ENTREPRENEURSHIP

**MELISSA CARDON**, Nestlé Professor of Entrepreneurship and Innovation, grew up in a creative family. Her parents started their own consulting business when she was young, and her siblings' businesses have ranged from selling hand bells to running a horse farm. Entrepreneurship has fascinated her from an early age.

"I want to understand the struggles the entire family goes through," Cardon says. "I study a construct called passion that relates to the psychology of entrepreneurship. In research, we ask, 'How does passion impact the ability to be successful?'"

While her earlier work focused on individual entrepreneurs, Cardon's recent research seeks to understand how these forces work in teams of people. "For example, is it more problematic if we're all passionate because we butt heads?" she asks.

"If one team member is visionary and others aren't, it could lead to problems."

After earning a doctorate in business from Columbia University, Cardon taught at Case Western Reserve University and then at Pace University in Pleasantville, New York. "Her research in the field of entrepreneurial emotion, cognition, and passion has appeared in major publications and marks her as a leader in the field," says Roy Girasa, distinguished professor at Pace University and Cardon's former colleague. "Her productivity is so profound that it strongly encourages her colleagues to emulate it."

Cardon enjoys teaching human resource topics such as recruiting, selection, leadership, and negotiations. In the spring, she will teach a doctoral level course on the psychology of entrepreneurship. "The ability to work with a PhD program is one of the things that brought me to Haslam," she says. "I really like mentoring others and helping them develop professionally."

David Williams, Stokely Faculty Research Fellow and associate professor of entrepreneurship at Haslam, says it's no surprise that Cardon is already mentoring several PhD students after being here for just a few months. "She enjoys giving back, and is a positive force in our department," Williams says. "When she joined the Haslam faculty this year, the rest of the entrepreneurship field took notice. We are a destination for entrepreneurship students and research, and Cardon cements our thought leadership status in this area."

In her spare time, Cardon enjoys traveling and hiking with her husband, Jim, and their two sons, Shamus and Dominick. She also loves creative arts such as quilting. "So much of our job is not tangible, and quilting is something where you can see visible results," she says. "It's a big stress relief and hobby when I have time." ■





**Mary Long** is the new managing director of the Global Supply Chain Institute's Supply Chain Forum. She replaces long-serving executive director Paul Dittman, who will become assistant department head and return to teaching. Long is former chairperson of the board of the Council of Supply Chain Management Professionals, and a former senior executive at several major corporations, most notably Campbell Soup, General Mills, Pillsbury, and Domino's Pizza. She most recently served as managing director of the Supply Chain Management Institute at the University of San Diego's School of Business.

SUPPLY CHAIN MANAGEMENT

The Department of Marketing and Supply Chain Management became two separate departments—the Department of Marketing and the Department of Supply Chain Management—on July 1.



**Dianne Marshall**, director of student career management for the marketing and supply chain department and manager of the Supply Chain Forum, has retired after 35 years with UT.

**Randy Bradley** and **Bogdan Bichescu's** paper, "The Joint Use of RFID and EDI: Implications for Hospital Performance," was accepted for publication by *Production and Operations Management*.

**Diane Mollenkopf** and **Jade Chu** were awarded a research grant by the Council of Supply Chain Management Professionals at the international CSCMP Edge conference.

**Chad Autry** was named the Outstanding Associate Editor for 2017-2018 by two supply chain management academic journals: the *Journal of Business Logistics and Decision Sciences*.

**Stephanie Noble** has been named an area editor for the *Journal of the Academy of Marketing Science*. Noble also co-authored a paper, "In-Store Mobile Phone Use and Customer Shopping Behavior: Evidence from the Field," that was published in the *Journal of Marketing*.



Online Degree

In 2019, Haslam will offer its first fully online master's degree, the **Master of Science in Supply Chain Management**. To facilitate this, **Pamela Donovan** (PhD, Maryland) joined the college as clinical assistant professor. She will help launch the online program.



**JOANNE WRIGHT**, VICE PRESIDENT AT IBM, SPOKE AT THE SPRING SUPPLY CHAIN FORUM. HASLAM'S NEXXUS STUDENT GROUP PRESENTED SUE SPENCE WITH ITS THIRD DISTINGUISHED WOMEN IN SUPPLY CHAIN AWARD DURING THE FORUM.

**Tracie Woidtke's** paper (co-authored with Diane Del Guercio of the University of Oregon), "Can Strong Corporate Governance Selectively

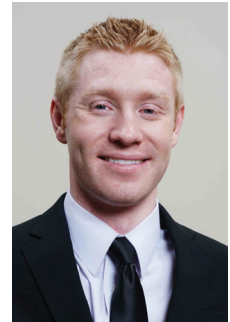
FINANCE

Mitigate the Negative Influence of 'Special Interest' Shareholder Activists? Evidence from the Labor Market for Directors," was accepted for publication in the *Journal of Financial and Quantitative Analysis*.



**Laura Cole** received the Sharon Miller Pryse Outstanding Teaching Award.

**Tom Boehm** was named to the editorial board of the *Journal of Real Estate Finance and Economics*.



The Columbia Law School *Blue Sky Blog* referenced **Matthew Serfling's** paper, "How M&A Can Lead to Better Management."

ANDERSON CENTER FOR ENTREPRENEURSHIP AND INNOVATION

**John Bruck** became the first-ever Entrepreneur-in-Residence for Haslam's Anderson Center for Entrepreneurship and Innovation (ACEI). He will oversee the UT Research Foundation's (UTRF) Business Incubator.

GRADUATE & EXECUTIVE EDUCATION



**Bruce Behn**, associate dean for graduate and executive education, received the Joseph A. Silvano Faculty Merit Award for outstanding contribution by a faculty member from the Federation of Schools of Accountancy.



**Tom Bates** took over as the new director of admissions for graduate business programs.

**Tom Brown**, PEMBA operations manager, is transitioning into a new role as PEMBA recruiting and admissions manager.

The Haslam PEMBA program celebrated its 20th anniversary in 2018, with several alumni delivering talks at the PEMBA Physician Leadership Symposium. More than 150 faculty, students, and alumni of the program attended the program.







# Resilient Volunteers

DAVE AND PENNY CARVER

**A**fter a successful 28-year career in pharmaceutical sales and marketing operations, Dave Carver (HCB, '83) was at the top of his game when a moment came that changed his life changed forever. While attending a concert with his wife, Penny, Dave began to feel unwell. He lost consciousness and fell on his head, sustaining a spinal cord injury that left him a quadriplegic.

"I was flat on my back, not able to move anything below my neck," says Dave. "All the quotes I used to use to motivate everyone else, I had to start applying to myself. I could give up, but why would I want to do that?"

A gifted leader at work, Dave realized he was the one who needed motivation now. With the same upbeat attitude that helped him tackle college in a different region of the country and lead teams and corporations to success throughout his career, he would tackle the biggest project of his life—regaining his mobility.



# To Haslam and Beyond

Dave originally set off to attend the University of Tennessee, Knoxville, after growing up in New Jersey. “I had no real idea what I was getting into as I loaded up my old convertible and aimed it south for the 11-hour drive,” he says, with a laugh. He fared well in a freshman accounting course and decided to pursue it as his major. It was a smart decision, considering he says he’s used the skill in every job he’s ever held despite never working as an accountant. “The degree is more helpful than you may imagine if you want to run a business or a significant part of a large corporation.”

Dave met Penny, a student in the College of Arts & Sciences, while they were students at UT. When he graduated, they both moved back to New Jersey, where Dave worked in a hospitality business for a few years before a fellow Haslam alumnus, Deborah Estrin (HCB, ’82), offered him a job at Ciba-Geigy, a pharmaceutical corporation.

It was the beginning of a dramatic ascent. Within a few years, Dave became marketing systems manager and was sent off to oversee two international projects, the first in Basel, Switzerland, and the second in Sydney, Australia, where Dave and Penny were married in 1992. Shortly afterwards, the Carvers returned to New Jersey, where Dave became Ciba-Geigy’s head of field support, overseeing systems and processes while navigating through two company downsizings and a merger. “Pharmaceutical corporations had to go through major downsizing in the 1990s, and all of a sudden their processes needed to be made more efficient,” he says. “I was very ruthless about what was working and what was not while finding ways to help my team work smarter. My ability to look at processes from a different perspective enabled me to rise from a manager to an executive director role over my career.”



Penny and Dave Carver near their home in Madison, New Jersey, on November 2, 2018. Photographs taken by the Carvers' longtime friend, Adrienne Kaczynski, of Countryside Studios.



10 PERCENT OF LIFE IS WHAT  
HAPPENS TO YOU AND

*90percent* IS YOUR ATTITUDE TOWARD  
WORKING AND OVERCOMING OBSTACLES

### PROBLEM-SOLVING SUCCESS

In 1996, Ciba-Geigy merged with Sandoz to create a new company, Novartis. It was the biggest merger in pharmaceutical history, and Dave tackled the formidable task of leading his team forward with his typical drive. After the merger, the company doubled in size and ultimately employed eight times the previous number of drug representatives. “We had to rethink the way we did everything,” says Dave. “We basically broke all the systems our sales force used and put them back together better again.”

Over the next six years, Dave directed sample operations for Novartis, applying his accounting skills to helping the sales force balance the millions of Rx samples given to healthcare offices. He also worked on improvements to sample packaging and came up with the idea of vouchers for doctors to hand out to patients, who could then redeem them at a drugstore for samples. “Using techniques learned in cost accounting classes, I was able to show Novartis how we could account for vouchers in the same way we did samples,” he says. “That changed the way we did business.”

In 2003, pharmaceutical giant Schering-Plough recruited Dave. The company was in trouble, and Dave followed his previous boss from Novartis to lead the sales operations function. “Working under a corporate integrity agreement, we had to audit thousands of contracts with doctors to ensure compliance with our agreement with the Department of Justice,” he says. “Going through that level of self-inspection made me very confident that my team was doing a great job.” During his tenure, the sales operations department grew from four to nine functions ranging from call centers to fleet cars.

Merck bought Schering-Plough in 2010 and made Dave their leader in global marketing effectiveness. All drug promotion and customer communications have to go

through a medical, legal, and regulatory review process. “With the existing processes in place at both Schering and Merck, no one was happy,” says Dave. His new boss said, “Okay, Mr. Carver, you have a background in breaking things and putting them back together better. We want you to take this on.” With the help of a team, Dave prepared more than 1,000 medical, regulatory, legal, and marketing professionals for the coming process and system changes. “The doctors, lawyers, and marketing teams often struggled to collaborate in this space, so it was satisfying to help people change the way they worked with each other and also put in place a whole new business process.”

After meeting with success in the United States, Dave led the initiative to make similar changes throughout the world, working with thousands of colleagues. In the process, he and Penny had the opportunity to travel to Moscow, Johannesburg, Istanbul, Shanghai, and Tokyo.

### STEPS TOWARD RECOVERY

Dave was still at the helm of global marketing operations for Merck when he was injured in 2013. The same year, Penny faced a breast cancer diagnosis and resulting surgery. “Everything went crazy that year,” Penny recalls. “I’ve recovered, but Dave’s injury changed our lives forever. We don’t have children, so we had to put our heads together to get by. And we managed to keep our sense of humor, too.”

Faced with a formidable road to recovery, Dave poured his energy into the work. Ten weeks into physical therapy, he was able to stand for the first time. Almost a year later, he hit another milestone: taking three steps with the help of a walker. “Before you walk, you’ve got to stand, and before you stand, you’ve got to raise your head,” he says. “Instead of getting frustrated by how little progress you’re making, you have to appreciate every tiny improvement. The best

advice I received was to be a participant, not a spectator in my recovery, which is exactly what I’d been teaching the young softball players I’d coached for years.”

Karyn Baig, Dave’s physical therapist since his accident, says his attitude gets him through. “Even in the most nebulous times, when we didn’t know what might come, he remained focused and stayed in the light,” she says. “He always has a smile and enjoys what he is doing, even the hard work.”

Longtime friend Robert Reece (HCB, ’83), who was Dave’s college roommate, says the Carvers are the most positive people he’s ever known. “Dave has always said that 10 percent of life is what happens to you and 90 percent is your attitude toward working and overcoming obstacles,” he says. “Both he and Penny are great examples of that viewpoint.”

Former mayor Mary-Anna Holden appreciates Dave’s years of service to their community of Madison, New Jersey, as a volunteer softball coach, a role he’s continued in after his injury. “When we needed more fields for the children to play ball, Dave was able to bring everyone together and find a solution,” she says. Today, Holden is amazed at the Carvers’ resilience. “They both have unstoppable enthusiasm, and nothing’s going to get them down.”

The Carvers also recently made a gift to the college through the Dave and Penny Carver Endowed Business Scholarship. “Education is everything,” Penny says. “We hope this scholarship will give that opportunity to someone in need.”

Dave continues to make slow but steady progress. Today he can stand easily, walk half a mile at a time in a harness on a treadmill, and grab objects with his right hand, which was completely unresponsive at first. “He’s determined to walk into Neyland Stadium again one day,” says Penny, “and I believe he’s going to do it.” ■



After the ceremony on Wednesday, October 10, 2018, in which the UPS George D. Smith Prize from INFORMS was awarded, students, faculty, and staff gathered to enjoy their recognition.







# Excellence in Analytics

**IN 2010, THE HASLAM COLLEGE OF BUSINESS** made the pioneering decision to start the first master's program in business analytics. Faculty members, led by professor emeritus Kenneth Gilbert, recognized a global need for data analysts attuned to the needs of industry and equipped to interpret the tremendous amounts of data generated in a digital age.

This year, Haslam's Master's of Science in Business Analytics program received the prestigious UPS George D. Smith Prize from INFORMS, the leading international association for operations research and analytics professionals. The program at Haslam was chosen for using innovative curriculum, introducing students to real-world business environments, and preparing them to become effective leaders in the field.

Krista Readout enrolled in the MSBA program after earning an undergraduate degree in mathematics. "I was interested in analytics as a career, but I didn't have any practical business experience," she says. "What excited me most was the focus on business applications and the mandatory internship."

Following her graduation in 2014, she accepted a data scientist position at the J.M. Smucker Company.

"I was immediately asked to contribute new analyses and present to managers, directors, and vice presidents," she says. "I was set up for success because of Robert Mee's statistics course. The projects in that class were similar to real business questions I've been asked."

Since joining the company, Readout has shouldered a wide range of responsibilities. "I do a lot of key analysis here including forecasting, data mining, and consumer segmentation," she says. "I am looked to as a subject matter expert in analytics and have influenced both the analytics strategy and the types of analytics that we do."

Readout's story is a common theme among Haslam's MSBA graduates, who regularly assume key roles at top corporations such as Boeing, Amazon, Coca-Cola, and Hanesbrands Inc.



# GRADS IN DEMAND

Haslam's MSBA program boasts an impressive 100 percent employment rate within six months of graduation, with a median starting base salary of \$80,000. A range of top US and global companies seek out graduates including the companies below and opposite.

Boeing

Amazon

EY

Deloitte

Dell

Disney

PwC

Texas  
Instruments

TVA

"Real world experience is what sets our program apart," Missie Bowers, associate professor and Beaman Professor in Business, says. "Students are working with real business data and in some cases have executives providing feedback directly to them on their projects."

## Real World Curriculum

Haslam's innovative MSBA curriculum has four components: technical elements such as statistics, data mining, and operations research; computing and database management; business fundamentals; and soft skills. "When we developed the curriculum, we basically threw out our old master's programs in statistics and management science and started with a blank sheet of paper," says Bowers, who directs the MSBA program. "I remember asking as a litmus test, 'Would an analytics professional need to know this concept?' The answers to those questions drove our development."

The program places a special emphasis on professional communication skills, or the ability to explain data findings in layman's terms to executives and other stakeholders. Being able to interpret analytics findings to a non-technical audience is key to success in the field, says MSBA graduate Madeleine Beatty (HCB, '15), now a data scientist at Amazon. "Without that combination of technical and soft skills, you wouldn't get far," she says. "All our customers are supply chain people. They speak operations language, not technicality, so you have to be able to bridge that communication gap."

During their final semester in the program, students participate in a capstone project, interpreting data to solve a real business problem for a company. A faculty member mentors each team, but students drive the project. Teams have worked with a number of large brands, including Delta Air Lines, Procter & Gamble, Caterpillar, and Hanesbrands Inc.

"We've sponsored seven capstone projects with UT's MSBA program," says Ben Martin, chief global planning and advanced analytics officer at Hanesbrands

Inc. "These projects range from work with our sales and marketing group to supply chain, taking a look at impact of particular promotional activities on brand switching." Every project has resulted in insights the company was able to use. "It's been impressive to us that the students are able to come in and tackle problems that require a very broad set of analytical skills."

## Valuable Internships

MSBA students are required to complete a summer internship during the program. For Victoria Martin (HCB, '17), that internship was one of the most valuable elements of her education.

"I think the internship opened more doors than even the program did, because I got to apply what I had learned in an impactful sense," says Martin, who interned at Boeing in Seattle, Washington. "It was the first experience I had that was not just one data-driven analysis, but actually creating a tool that would continue to aid the company after I left."

Martin values the questions and challenges she received from faculty during classroom projects because they prepared her for the real-world experiences to come. "When I sit in meetings with leadership and they start pitching ideas, I can easily challenge them in ways they could do better, because that's how we were challenged."

Many students return from summer internships with full-time job offers from the companies, along with on-the-ground experience that will serve them in future analytics roles. After the internship, students return to campus for one final semester—another element that sets Haslam's program apart. "Most master's programs in analytics are only two semesters, but ours is three," says Bowers. "Giving them the internship in addition to the capstone experience really increases our graduates' market value."



“I REMEMBER ASKING AS A LITMUS TEST, ‘WOULD AN ANALYTICS PROFESSIONAL NEED TO KNOW THIS CONCEPT?’ THE ANSWERS TO THOSE QUESTIONS DROVE OUR DEVELOPMENT.”

—Missie Bowers



### Unrivaled Connections

Haslam’s MSBA faculty has worked to build a strong network of corporate connections in analytics, focused around the Business Analytics Forum. The forum, which meets twice a year, draws a group of approximately 100 professionals from 40 different companies to take part in presentations, breakout sessions, and networking receptions. It’s an opportunity for students to meet with industry executives, hear about current issues, and connect with potential employers.

Case competitions, sponsored by industry partners, also prepare MSBA students to face real analytics challenges like tight deadlines. “They are provided gigabytes of data and have a 48-hour turnaround time,” says Bowers. “It’s a phenomenal experience and rite of passage, in terms of certifying them and ensuring future success.”

Industry connections benefit students while they are in the program and continue to bear fruit after graduation in the form of job placements. Haslam’s strong network helped Madeleine Beatty connect with an internship at Amazon that turned into a full-time role. “I know people studying at local universities who can’t get an interview here at Amazon, yet I was able to get one from across the country,” she says. “To me, it’s just mind-boggling.” Beatty is one of six MSBA graduates currently working at Amazon’s Seattle headquarters.

Data tells a compelling story of the MSBA degree program’s success: a record of 100 percent employment within six months of graduation, with a median starting base salary of \$80,000 per year.

“Our mission from the beginning was to make Haslam and the University of Tennessee, Knoxville, the center of the universe in analytics,” says professor emeritus Kenneth Gilbert. “We’re well on our way to achieving that goal.” ■

“I KNOW PEOPLE STUDYING AT LOCAL UNIVERSITIES WHO CAN’T GET AN INTERVIEW HERE AT AMAZON, YET I WAS ABLE TO GET ONE FROM ACROSS THE COUNTRY...”

—Madeleine Beatty

- McKinsey & Company
- Tesla Motors
- Chick-fil-A
- Georgia Pacific
- Eastman Chemical Company
- HanesBrands Inc.
- Teradata
- IBM
- Coca-Cola Refreshments
- Home Depot
- Regal Entertainment Group
- Clayton Homes





**Morgan Montieth  
Senior**

STUDENT PERSPECTIVE

As a freshman in the accounting program, Morgan Montieth was looking for a place to fit in. She attended the Haslam Engaged event and connected with an accounting organization she's still part of today. Since then, Montieth has served on the Student Leadership Council and participated in numerous events at the college. "I don't know if I would've gotten involved if it wasn't for the HUB's efforts to create an inclusive atmosphere. It made a world of difference as a freshman, and even as a senior, I still feel special and cared for."

## Student Engagement

More than 1,000 students are engaged in one of the HUB's business-focused student organizations. Leaders from those groups participate in the Presidents' Council, which meets monthly to explore ways to get more students involved and connected with one another and the Haslam community. The newly formed Haslam Student Advisory Council, which will serve as a voice to deans and administrators, has been charged with creating a code of professionalism for the college. The student engagement office also creates Haslam Headlines, weekly newsletter emailed to students.



## Professional and Career Development

This arm of the HUB supports students in their career development, helping them identify their interests, fine-tune their professional skills and documents, and connect to internship and full-time opportunities. Recently, the office launched Haslam Prepared, a four-year course sequence designed to make professional development a required facet of the undergraduate program.



## Technology-Enhanced Education

The HUB has launched 10 fully asynchronous online courses in nine business disciplines, including the business minor, which is now entirely online. The technology-enhanced education office, which hosts a full video studio and soundproof audio booth, works closely with faculty to create interactive content for classes across the college. The group also produces videos for study abroad trips, student associations, and clubs, and creates Impact Modules to help shape the culture of the college.





## THE HUB IS BUZZING

The Haslam College of Business wants each of its 5,100 undergraduates to succeed professionally and personally. Now, with efforts to join a diverse group of student services under one umbrella, the HUB (Haslam Undergraduate Business) is making it easier than ever for students to connect. Within its first year, the HUB's unique, holistic approach has yielded dramatic increases in student engagement and success. Impact data indicates better student retention, higher graduation rates, and increased career placement rates for graduates.

### International Programs and Study Abroad

The college offers a variety of credit-bearing programming designed to help students gain a global business perspective, including faculty-directed courses abroad, summers and semesters at top tier partners, and international internships. In each of the last two years, the office experienced more than 20 percent growth in the number of undergraduates who studied abroad and their destinations were increasingly diverse, including: South America, Asia, Latin America, and Africa, as well as Europe.



### Professional Academic Advising and Signature Student Programs

Haslam is the only college that requires undergraduates to check in with an academic advisor every semester, supporting the administration's intent to stay in touch with every student. The academic office also incorporates signature programs such as the college honors program, Greg and Lisa Smith Global Leadership Scholars; the Heath Integrated Business and Engineering Program; the Venture Living Learning Community; and other program initiatives.



**Brian Bolden**  
**HCB, '18**

"Students will gravitate toward the HUB and its opportunities because of its high visibility in the business building. There are a lot of moving parts in a big university, and making it easy to locate all these services and opportunities in one place makes students more likely to connect."

STUDENT PERSPECTIVE





# Class of 2018

**Haslam Class of 2018** graduates who participated in Senior Impact exceeded their participation goal of 65 percent.

A record number of Haslam students participated in **international study programs** in 2018. With 367 students studying abroad, Haslam's participation in such programs is up 20 percent from 2017.

Eastman Chemical Company sponsored **Career Leadership Day** for new MBA, MSBA and Masters in Global Supply Chain students. **Robert Smith**, a Haslam MBA alum and Eastman's director of business process excellence, gave a keynote talk.

AT&T partnered with Haslam in the fall to present the **Corporate Social Responsibility** course.

## ANDERSON CENTER FOR ENTREPRENEURSHIP AND INNOVATION

Supply chain management major **Meg Hutchison's** start-up company, Flo+Co., was awarded \$10,000 in the spring 2018 Boyd Venture Challenge.

In the 11th annual Graves Business Plan Competition, **Coonhound, LLC**, and **Generative Genetics** took home top prizes of \$5,000 each in the lifestyle business and high-growth business categories. **Flo+Co.** and **Cumberland Games Company** won second place and \$3,000 each.

A team of six sophomore students, including supply chain management majors **Dalton Maddox** and **Jeremy Piper**, founded Coonhound, LLC. Supply chain management major **Meg Hutchison** founded Flo+Co. Supply chain management major **Grant Peterson** founded Cumberland Games Company.

New to this year's competition were student financial advisor roles. These students worked with competition finalists, consulting on the start-ups' financial planning. Junior accounting major **Logan Sizemore** won top prize in the student financial advisor competition, working with **Ariel Ritter** and Generative Genetics. Senior finance major **Austin Robinson** won second prize, and junior accounting major **Olivia Davis** won third prize.



## 2018 CHANCELLOR'S HONORS BANQUET

At the Chancellor's Honors Banquet, **Karsyn Anstine, Stephanie Buss, Gregory Gilbert, Drew Kelley, and Ariel Kupritz** were recognized for their Extraordinary Academic Achievement. Buss, Kelley, and Kupritz also received Outstanding Scholar Athlete honors alongside Meghan Wiggins and Luis Valero Zamoran.

**Parker Henry** took home Extraordinary Academic Achievement, Outstanding Scholar Athlete, and Top College Scholar awards.

**Madison Hamilton, Phillip Newsom, Jenny Pan, and Aaron Woody** captured awards for Extraordinary Professional Promise.

**Mariah McClerkin** was honored, with seven other UT students, as a recipient of the Extraordinary Campus Leadership and Service award.

## COLLEGE-WIDE



STUDENTS FROM THE COLLEGE OF COMMUNICATION & INFORMATION, THE HASLAM COLLEGE OF BUSINESS, AND THE TICKLE COLLEGE OF ENGINEERING FINISHED SIXTH IN THIS YEAR'S @ ECOCAR3 COMPETITION. THE TEAM COMPETED AGAINST 15 UNIVERSITY GROUPS NATIONALLY TO EARN THEIR BEST RANK IN 20 YEARS.





## GRADUATE AND EXECUTIVE EDUCATION



At the ETH Denver Conference, business analytics doctoral candidates **Harrison Hicks** and **Yaojin Sun** won a challenge by start-up Polymath to develop a better way to meet Know Your Customer regulations.

The team of **Michelle Davis**, **Morgan Faulk Sowers**, **Carson Hollingsworth**, and **Abbey Wegman** placed second out of 14 teams in the 2018 SEC MBA Case Competition.

Business administration doctoral candidate **Asa Lambert** received the Haslam Doctoral Student Leadership award and the Haslam Doctoral Student Teaching award.

**Haslam Full-Time MBA** students traveled to Santiago, Chile, in May to visit Chilean industries, learning how to do business abroad and immersing themselves in local culture.

In May, the **Executive MBA – Global Supply Chain** Class of 2018 spent nine days in Shanghai and Suzhou, China, touring facilities to see supply chain and lean operations in action.

A **Haslam MBA** team presented its findings on Oak Ridge's "Rails to Trails" project, which would convert about five miles of unused CSX railroad into a pedestrian and bicycle trail.



## FINANCE

**Ryan Farley** co-authored a paper, "Dark Trading Volume and Market Quality: A Natural Experiment," which won the Best Paper in Market Microstructure award at the 2018 Financial Management Association meetings in San Diego and the Best Paper award at Villanova's Mid-Atlantic Research Conference.

Freshman transfer student **Michael Newton** won Knoxville Entrepreneur Center's "What's the Big Idea?" competition for his start-up, SWARM, which he launched before transferring to UT. SWARM helps student housing companies market to students.

## SUPPLY CHAIN MANAGEMENT



Senior **Jenny Pan** was named to the *Poets and Quants* "Best and Brightest" list.

Haslam's student chapter of the **Council of Supply Chain Management Professionals** hosted eight networking and professional development events in the 2018 spring semester.

## HUMAN RESOURCE MANAGEMENT

**Haleigh Theele** and **Billy Spencer** won state Society for Human Resource Management scholarships.

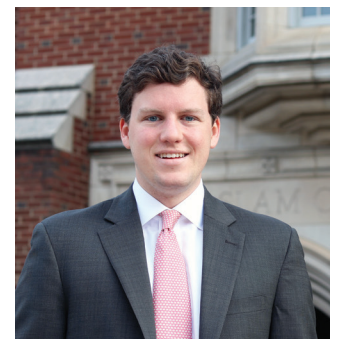
The **UT Society for Human Resource Management** student chapter won at the state SHRM conference for the fourth time in seven years.

## ACCOUNTING & INFORMATION MANAGEMENT



**Myracle Cross** and **Tamesha Bolden** were elected to receive the 2018 NABA Southern Region Student Conference Scholarship award.

Senior **Phillip Newsom** was named to the *Poets and Quants* "Best and Brightest" list.







# Gabe

GARFIELD

# &

## STUDENT SPOTLIGHT

**Gabe:** What's your favorite class?

**Jasmen:**

I really enjoyed the course on consumer behavior, looking at how marketers and consumers think. Right now, I'm in a digital marketing class and it speaks to how the field is growing. It's taught by an alum who is young and accomplished enough to really connect with us and bring in a lot of industry experience as well.

**A SENIOR IN MARKETING**, Jasmen Grant came to the University of Tennessee, Knoxville, with a different path in mind, but the Haslam College of Business attracted her attention. "The students really seemed in tune with their work, and that was an environment I wanted to connect with," she says. "Since I officially became a Haslam student as a sophomore, I've interacted with companies, gone on professional development trips, learned how to network, and had a great internship experience. I've loved it all."

As a Haslam Ambassador, Grant enjoys getting to meet with prospective students and their families and share her experience with them. She interned at Adidas last summer and hopes to pursue a similar path after graduation. "I'm interested in the business of fashion and the magic behind these stores we love to shop," she says. "Eventually, I'd like to work my way up into senior management at a large brand."

In her free time, Grant enjoys hosting events, traveling with friends, and watching movies. "I also love what I call online window shopping," she says.

"I rarely buy anything, but I just love the thrill of finding new things."

Gabe Garfield spent several years as a meteorologist and research scientist with the National Weather Service in Oklahoma before joining the Haslam MBA program in 2018. He worked on numerical weather modeling, including the development of a 3-D tornado model. "At NWS, I was on a team that produced a cutting-edge model that predicted a major tornado 90 minutes before it hit," he says. "Being part of that was very exciting."

Eventually, Garfield realized his interests and ambitions were calling him in another direction. "I've always been interested in business and wanted to know how things function," he says. After hearing positive reviews, he decided to apply to Haslam. "I'm so glad I did," he says. "It's top notch, and the instructors have been incredible." He's involved with the Tennessee Organization of MBAs, the Big Orange Consulting Group, and the student-managed Torch Fund in the Master's Investment Learning Center. "It's really exciting because students have the





# Jasmen

## GRANT

opportunity to give buying, selling, and holding recommendations,” he says. He has learned a great deal about the process of doing so in a short period of time.

In the future, Garfield hopes to be involved with consumer packaged goods in a Fortune 500 company, perhaps in a management capacity. The MBA program keeps him on his toes, but when he has a little free time, he enjoys reading, spending time with his wife, and going storm chasing. ■

*Garfield and Grant’s conversation shines a light on what it’s like to be a student at any level in today’s fast-paced world, especially at UT’s first named college.*

**Gabe:** What attracts you to marketing?

**Jasmen:** Being able to put yourselves in the consumer’s shoes. I never want to work for a brand I’m not a consumer of because the store is the first point of interaction. I love being able to see the flip side of things [such as] how product development and merchandising are carried out, and marketing is focused around interpersonal relationships and emotions, so I feel like it’s the perfect marriage between creativity and analytics.

**Jasmen:** A lot of times, undergraduates wonder whether to go into the work force first or continue directly to graduate school. What would you say is the most beneficial?

**Gabe:** That’s a great question. We have a good mix of both in the MBA class, and if you wanted to get a head start on management, there’s no reason you couldn’t go straight from undergrad. On the whole, though, a lot of the companies hiring summer interns tend to focus on the skills you’ve acquired over a short career, so that can be beneficial if you choose to go into the workforce first.

**Jasmen:** What would you say is a hidden gem of the MBA program—a takeaway you didn’t expect to get from it?

**Gabe:** The opportunity to work in a high-intensity setting. It shows where you can improve your leadership and communication skills. Another thing is learning how much you can actually get done in two months’ time if you have deadlines. The workload is so heavy, but looking back, I can see how much I’ve been able to learn and accomplish. You gain the skill of learning something on the go. That gives me great confidence that when I’m put into a new situation, I can learn from it very quickly.







DAVID GUTHRIE

## A Life Beyond Expectations

Diagnosed with cystic fibrosis at eighteen months old, David Guthrie (HCB, '90) was expected to survive only a few years. A mother's determination, his own will to fight, and divine grace launched him into an extraordinary life that goes far beyond those early expectations.

Today, Guthrie's work centers on the intersection of technology and business, and he often serves companies as a board member or consultant, bridging the two. He provides face to face interactions with CEOs on how to apply technology, but also converses with IT professionals in their technical language for product and strategy. He also harnesses his unique background in his work in medical technology. "I'm coming at it from the patient's perspective, because I understand what they want and the frustrations they have."

### PERSEVERANCE AND POSSIBILITIES

Guthrie endured medical treatments and hospital stays throughout his childhood, but in spite of the setbacks of chronic illness, he was always learning. As a high school student, he kept a computer in his hospital room and developed a keen interest in programming. Guthrie had to drop out of high school due to declining health from cystic fibrosis. When his health improved a few years later, Guthrie became determined to go to college. His perseverance earned him a degree in business management and information systems.

When he left the university, Guthrie partnered with Ed Knowling at ISSI, a custom software development firm based in Knoxville that focused on developing websites and online media. They were pioneers in a new realm, launching the first HGTV website, building Metallica's fan club site, and creating multimedia for the Olympic Games.

At ISSI, Guthrie worked on prototyping a new product for MedCast: a medical information system for physicians. It was a connection that led him into the realm of medical technology development. After a successful round of fundraising, Guthrie sold his portion of ISSI and

joined MedCast in Atlanta as chief technology officer. A few years later, the company sold to WebMD for \$250 million.

Guthrie then spent a few years as a venture capital partner at Fuqua, investing in early stage technology and life science companies. Large communications firm PGI recruited him in 2000, and he immersed himself in running



Through it all, I've learned that life is a gift, not a given—and that God has a plan."

their operations and technology efforts. "We sold PGI in 2015 for over \$1 billion," he says. "I'm still on the board there and help with technology strategy." Since 2016, Guthrie has served in board and advisory positions for several communications and healthcare companies, including eHealth, PatientPoint, SleepData, and Brightlink.

### MIRACLES AND MOTIVATION

As his career grew, Guthrie and his wife, Lydia, watched their family miraculously grow, too. "It's another example of the unexpected," says Lydia. "This man wasn't supposed to be alive and wasn't supposed to be able to have children, yet God gave us two daughters."

The Guthries later welcomed three adopted children as well.

Meanwhile, Guthrie's health declined again as his lungs deteriorated. Dependent on oxygen 24 hours a day, he decided to pursue a double lung transplant. "I had so much to live for and so many loved ones who needed me as both a husband and father," he says, looking back on the reasons that led him to undergo the surgery.

Guthrie had the transplant in 2013. Since then, he's experienced several more setbacks, including lymphoma. "Through it all, I've learned that life is a gift, not a given—and that God has a plan."

Generous giving is a priority for Guthrie and his family. They enjoy supporting healthcare organizations and global Christian missions, and they fund the Guthrie Family Integrated Business and Engineering Program Scholarship at Haslam.

Although Guthrie no longer serves in a full-time position, he hasn't slowed down much. "God has given me an insatiable desire to innovate, learn, and work," he says. "I've spent my whole life outliving statistics. I don't know how much longer I have, but I plan to keep working hard and living beyond expectations." ■



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Each and every gift, regardless of amount, is sincerely appreciated. The generosity of our alumni and friends allows the college to provide the best possible educational opportunities for our students.

Although every effort has been made to ensure the accuracy and completeness of our list of contributors, we acknowledge that the following list may contain inadvertent errors; please contact us with any corrections.

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On November 7, Ralph Heath and faculty and students in the Heath Integrated Business and Engineering Program gathered to celebrate the conclusion of the program's first year. Students filled a custom embossed box, presented by Heath IBEP student Michael Butler, with letters to Heath as an expression of their gratitude for the program.

## HEATH INTEGRATED BUSINESS AND ENGINEERING PROGRAM

**RALPH HEATH (HCB, '75)** has long supported the natural cohesiveness of business and engineering. In 2014, he and his wife, Janet, created a joint fellowship that named one faculty member at the University of Tennessee, Knoxville's Tickle College of Engineering and one at Haslam College of Business to collaborate on shared research endeavors.

In 2017, with another endowment from the Heaths, a student-focused cohort meant to fill the void between business and engineering concepts in industry was launched. The Heath Integrated Business and Engineering Program (IBEP) marries a systems

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Owen & Mary Marsh  
Robert & Elizabeth Massey  
Kenichi & Yuki Matsuno  
Peter & Nancy Maynard  
Suzanne E. McBride  
James & Lynn McCallie  
Matthew John McMahon  
David & Lisa McMillan  
James R. Merrill  
Scot D. Miller  
Michael & Catherine Moeller  
Mark A. Moon  
Alexander & Sara Moore  
Brent & Melissa Moore  
Jake Moore  
Mark & Nancy Morgan

Morris Group Inc.  
Jonathan Mullins  
Matthew N. Murray  
Betty C. Neal  
Thomas H. Neal Jr.  
Jeff & Regina Nicks  
Angel & Kimberly Norman  
William E. Palmer  
Brainard S. Patton Jr.  
Gary E. Peck  
Bradley D. Petty  
Brian & Elizabeth Phillips  
William & Pamela Pinkston  
Alan Porter  
Rob Power III & Kai-yan Lee  
Thomas & Anne Power  
Gina Pruitt  
W. Andy & Meagan Puckett  
Greg A. Ratcliff  
David & Kaka Ray  
Joel & Melissa Reeves Jr.  
Refreshments Inc.  
Farah Reynolds  
Darryl M. Richards  
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Mark & Patricia Sanders  
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George & Anne Schultz  
Shay D. Scott  
Xinjie Shi  
Paul & Cheyenna Shimp  
Susan G. Shows  
Jeffrey & Mary Siegrist  
Todd & Kimberly Skelton  
J. Frank & Deanna Slagle III  
Jennifer L. Smallwood  
J. Thomas & Beverly Smith  
Revonna J. Smith  
W. Frank Smith III  
Ronald D. Spurlock  
Nancy C. Stalcup  
Brenda Steakley  
J. Gary & Temple Stevenson  
Kristin O. Stone  
Wade R. Stonebrook  
Carrie V. Strickland  
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B. Lance & Anne Taylor  
Jane C. Taylor  
Norman & Wendy Templeton  
Lucas & Terri Tennant  
David R. Thomas  
Samuel & Peggy Thompson  
William & Lori Tice Jr.  
Douglas & Catherine Traver  
TSCPA  
Michael & Jill Turner  
Charles & Julie Umsted  
Dwight & Shelia Van Inwegan  
James & Teresa Vanfrank Jr.  
E. Graham & Ann Vaughan III  
Thomas & Margaret Whittaker II  
Jack & Rhonda Wiley  
David W. Williams  
Mark & Wendy Willis  
Mark E. Willoughby  
Felix & Jodi Wilson III  
Wanda L. Wisecarver  
Kelly M. Woodruff  
Xcel Energy Inc.  
Gillen & Michele Young  
Wenjun Zhou  
William Zotti

#### \$250-\$499

Jeanette M. Abell  
Steven Duncan Addis  
Ifedapo L. Adeleye  
Kyle Allen  
Martin & Karyn Altshuler  
Steven A. Anderson  
Dave & Kathleen Anthony  
Apple, Inc.

Carol L. Arnall  
Armin Avesta  
Thomas J. Babb  
Myron L. Bailey  
Baird Foundation  
Christopher C. Balton  
Cheryl Barksdale  
William & Courtney Barlar  
Benjamin S. Barnett  
Donna Barnhart  
Colin & Rachel Barrett  
Nathan Todd Basler  
Todd L. Bassett  
Thomas & Janet Baudry  
Robert H. Bebber  
McCall Beckler  
Susan L. Bennett  
John J. Billingsley  
Judy B. Birchfield  
Steven M. Biss  
Fred Bissinger  
Katie Blankenship  
Joseph & Carole Blass  
Michael & Marcia Bledsoe  
Charles R. Bobo  
John & Mary Bolton  
Edward & Patricia Bouwer  
Christina Boyer  
A. Wayne Branam  
Craig Brandt & Yetta Jager  
Christopher & Rebecca Bray  
Michael D. Brice  
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Donald & Jennifer Bruce  
Stephen M. Brumbelow  
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Ryan & Andrea Burkhardt  
George & Connie Burrus Jr.  
Patrick & Caitlin Byrd  
James R. Byrd  
Paul & Teresa Byrne  
Anne K. Cannata  
Mark A. Carlson  
Bill B. Carpenter  
Thomas & Julie Carpenter  
Terry M. Castle  
Kathy D. Cate  
Dean & Teresa Cates  
David Cawrse & Barbara Felix  
Loren L. Chumley  
Alan & Kim Ciukowski  
Kristen K. Clark  
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Timothy & Christine Coley  
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Mark Collins & Sharon Cooper  
Evan C. Corlew  
Michael & Stacey Corley  
Eva L. Cowell  
Kathryn D. Cox  
Scott & Jill Craig  
Dan Crockett  
Russell & Tamara Crook  
Tony & Leah Cross  
Jackie Cupp  
Lisa H. Daley  
Tara L. Davis  
James W. Deitrick  
Benjamin & Whitney Delozier II  
Tyler B. Dempsey  
Dennis & Kim Denton  
Alex & Jennifer DeVincenzo  
Sean & Katie DeWitt  
Patrick & Rebecca Dickson  
Dow Chemical Company  
Foundation  
James R. Doyle  
Lisa L. Driscoll  
James G. Dugger Jr.  
Walter W. Duncan  
Taylor & Melissa Dunn  
David O. Eason  
James W. Eatherly

thinking approach with core business principles, including soft skills, to ensure graduates are able to successfully function in industry in ways those with degrees in one discipline or the other may not.

Each group of students is selected from both Haslam and Tickle through a competitive admissions process. Students in the program spend three years taking classes in business leadership, communications and process thinking, in addition to other targeted classwork. Heath IBEP provides a number of other points of contact, including networking events, industry speakers, executive mentors, and site visits to companies. A capstone class, in which the group solves a real-world problem at the intersection of business and engineering, seals the program's focus on real-world expertise.

"Everything is intended to help them apply what they're learning in class to the real world," says IBEP director Mary Pile, "and to expose them to how the different functions of a company must work together to make it successful."

At this year's Alumni Awards Gala, Ralph Heath was honored as the namesake for the Heath Integrated Business & Engineering Program. "The program's design benefited greatly from the vision of Ralph Heath," says Stephen L. Mangum, Stokely Foundation Leadership Chair and dean of Haslam. "I am impressed with the quality of students drawn to the program. There is no limit to what these students may accomplish."

Heath IBEP works by utilizing ongoing support and partnerships from industry leaders and corporate partners. If you are interested in speaking at an event, offering a site visit at your company or contributing funds, please email [INTEGRATE@UTK](mailto:INTEGRATE@UTK).

**EDU OR VISIT [INTEGRATE.UTK.EDU](http://INTEGRATE.UTK.EDU).**

#### BASIC FACTS ON THE HEATH INTEGRATED BUSINESS AND ENGINEERING PROGRAM

Applied learning includes joint business and engineering capstone projects.

Students will graduate with a special concentration.

Students in the program will receive an annual \$1,000 scholarship.

Distinguished alumni leaders teach and mentor students.

Students enjoy in-depth strategy and decision making discussions with executives and site visits at leading companies.



## NEWLY ESTABLISHED ENDOWMENTS

List current as of May 15 – November 12, 2018.

**Arthur P. Beattie Scholarship Endowment**

**William Blasius Memorial Scholarship Endowment**

**Karen M. & Mark S. Bowling Accounting Excellence Endowment**

**Leigh Burch III Economics Professorship Endowment**

**Jim & Ann Burgin Scholarship Endowment**

**Joseph V. Carcello Accounting Excellence Endowment**

**Dee & Jimmy Haslam Chair Endowment**

**Haslam College of Business Faculty Expansion Endowment**

**Bruce D. Fisher Business Law Excellence Endowment**

**Ford Family Accountancy Scholarship Endowment**

**Lyle & Rhonda Gardner Endowed Business Scholarship**

**Joseph V. Kelly III Family Scholarship Endowment**

**Jennifer Shinpaugh Scholarship Endowment**

**Stern Family GLS Scholarship Endowment**

**Dr. John M. Wachowicz Outstanding Teaching Endowment**

**Tim & Amy Williams TN Promise Business Scholarship Endowment**

Christopher K. Edwards  
 Scott & Juliene Ehmig  
 Byron M. Eiseman Jr.  
 ELD Associates L.L.C.  
 Van & Rosemary Elkins  
 Joseph K. Ellis  
 Jere & Linda Ervin  
 Nathan H. Etheridge  
 Douglas M. Ewell  
 Alexis Ferguson  
 Daniel J. Flint  
 Michele Follen  
 Hilton B. Forcum  
 Mack & Marigene Forrester Jr.  
 Robert & Linda Foster  
 Oscar & Rebecca Fowler Jr.  
 Monty & Denise Fritts  
 David G. Frye  
 Rowland & Margaret Funk  
 Tina M. Galloway  
 Li Gao  
 Stephen & Sara Gentry  
 Christos Georghiou  
 Robert & Angela Gibson  
 Charles Giesler & Victoria Hawkins  
 Martin P. Gillespie  
 James & Maryann Gillespie  
 Charles L. Gobble  
 Patrick O. Godwin  
 George & Elaine Goosmann III  
 David & Martha Gordon  
 Michael & Diane Gower  
 Thomas & Florence Graves  
 Philip & Mary Gray  
 Ralph & Sallie Greene  
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 Walter J. Groman Jr.  
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 Allen & Grace Halliday  
 Daniel & Kathy Hamilton  
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 Eric Hawkins  
 James Hawkins  
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 James & Ashlie Henderson  
 Tracy H. Henderson  
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 J. Scott & Mary E. Herbert  
 Kelly Hewett & Randall Rose  
 John A. Hewgley  
 Graham Hickling & Diane Mollenkopf  
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 Doyal & Cynthia Hodge Jr.  
 Brady & Mary Holcomb  
 I. Regina Holt  
 Leslie Homra & Scott McWilliams  
 Blake Hopkins  
 Benjamin D. Horn  
 Matthew W. Horton  
 Thomas J. Hosea  
 Craig & Carol Houser  
 Roger & Karen Hudson  
 Michael & Katheryn Humber  
 Bobby L. Humphreys  
 Kevin & Julie Hunsinger  
 Robert & Barbara Hunter Jr.  
 Thomas & Phyllis Hunter  
 Andrew & Glenda Hurst  
 Zachary & Lisa Inman  
 Cynthia C. Jacobson  
 Mel S. Jacobson  
 L. Dan & Linda Johnson Sr.  
 Micah E. Johnson  
 David & Cara Jones  
 Kenneth & Laura Joyner  
 Ronald & Joan Justus  
 William Brian Kelly  
 Barron D. Kennedy IV  
 Jonathan & Amelia Kennedy  
 George J. Keralis  
 Jordan & Allison King  
 Alina Kirillina

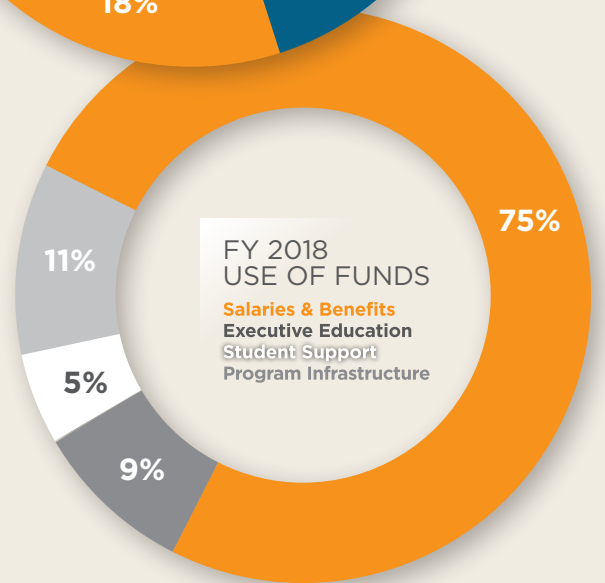
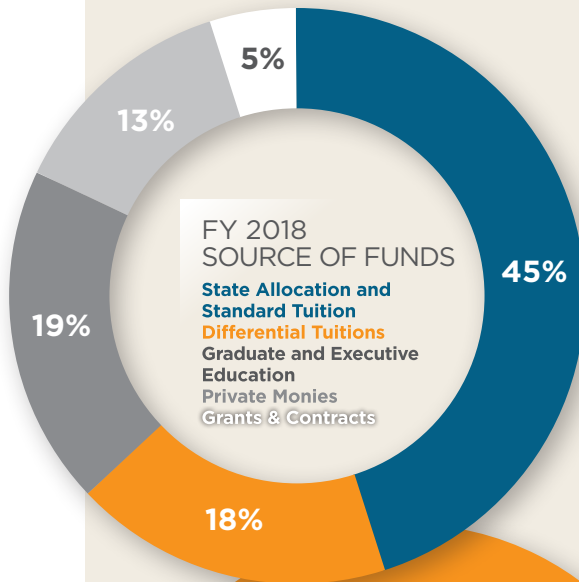
Michael & Nancy Knaff  
 Brad & Amy Knight  
 Knoxville Area Urban League  
 Paul A. Koza  
 Christopher S. Kronenberger  
 Kent D. Kurkiewicz  
 Jack & Cindy Kuykendall  
 Laboratory Corporation of America  
 Brit & Micah Lacher  
 Jude & Amy Lam  
 Morton & Stacey Larmore  
 William & Linda Lawson  
 Dae K. Lee  
 Catherine L. Lewis  
 Edwin H. Lewis  
 Lilly Endowment Inc.  
 Michael Wayne Lister Jr.  
 Jim Lloyd  
 Kim H. Looney  
 Michael T. Lowe  
 Shea D. Lowe  
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 Sarah M. Mallicote  
 David M. Mann  
 Michael & Bethany Marks  
 Jordan & Julie Marshall  
 Gina L. Martin  
 Jesse & Karen Massengill  
 Monte & Marsha Masten  
 Michael & Elizabeth McCall  
 Kyle & McClung  
 Don A. McCown  
 John F. McGuffin  
 David & Nancy McKinney  
 Daniel J. McLaughlin  
 Donna S. Meadows  
 Stephen & Kimberly Merrill  
 Dan & Pamela Merrill  
 Charles & Sue Milazzo  
 Jeffrey Martin Mills  
 L. Virgil Mincy  
 David E. Mirts  
 Bobb & Victoria Moore  
 Taylor C. Moran  
 Michael F. Morgan  
 Charles & Catherine Morris  
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 Anthony R. Mubarak  
 Craig & Jane Mullinax  
 Jeffrey R. Mullins  
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 Caroline R. Oakes  
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 Ortho Tennessee  
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 Jerry & Bernice Parker  
 Jack Parker & Ester Wong  
 Dana M. Parks  
 Gwendolyn R. Pate  
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 Finis & N. Lucretia Patton  
 John & Lori Pearce  
 Bradley D. Pearson  
 David P. Perrot  
 Michael T. Perry  
 Phillips 66 Company  
 Robert & Lynn Pierson Jr.  
 Henry M. Poss Jr.  
 Adrian L. Potgieter  
 Elizabeth J. Pryse  
 Sean Purdy  
 Cornell & Janet Radford  
 Frank Rambo  
 Michael & Heather Ramey  
 Amy F. Reavis

Michelle S. Rebelsky  
 Andrew M. Rector Jr.  
 Michael & Amanda Respeto  
 Todd F. Reynolds  
 Wesley & Katie Rich  
 Larry & Jolene Richards  
 Ridgeview Psychiatric Hospital  
 Evan G. Roach  
 Scott & Jean Ann Robbins  
 James T. Roberts  
 Jack D. Robertson  
 Falls S. Robinson  
 Alfred Rosario  
 Eric & Lottie Ryans  
 Dennis & Charla Sartain  
 William & Tina Schmidt III  
 Benjamin M. Schuster  
 Roger & Carol Schwenke  
 Jennifer S. Shinpaugh  
 Whit & Grace Shofner  
 James H. Short  
 Eric Siegel  
 Stephen & Susan Silvers  
 Ray H. Smallen  
 Richard D. Smallwood  
 Russell & Elizabeth Smith  
 Scott J. Smith  
 Randall & Sherrie Snipes  
 Ricleu & Nancy Snoddy  
 Peter K. So  
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 Ron K. Todd  
 Rebekah L. Tompkins  
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 W. Miller Wood III  
 Yazhen Xiao  
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 Donna K. Young  
 Michael & Kathleen Young

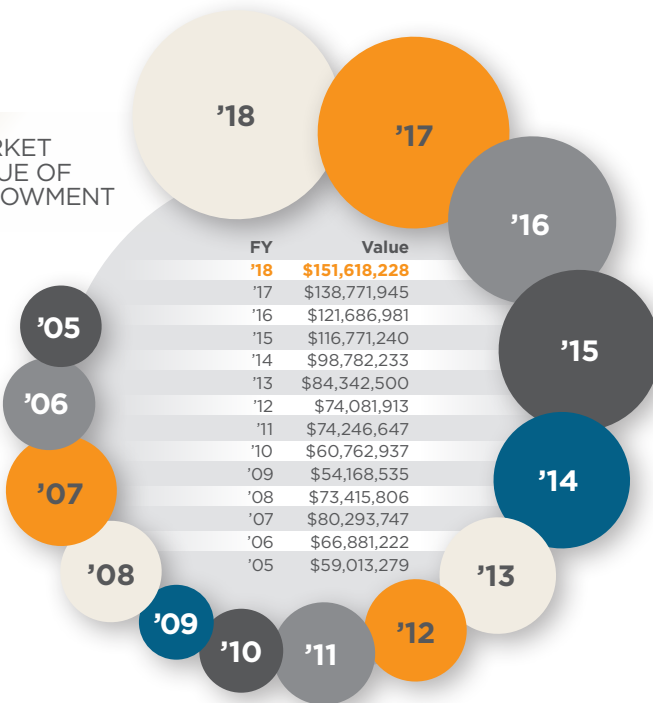
## SOURCES AND USES OF FUNDS

**WE CONTINUE TO BUILD** infrastructure support in areas of career and professional development, international programs, and student services. Graduate and Executive Education revenues continue to improve. Private philanthropy remains an important funding source at 13 percent of our budget, while revenues from external grants and contracts have experienced a decline. Within the state allocation and standard tuition share category, increased reliance on student tuition revenue relative to state funding continues to be a trend.

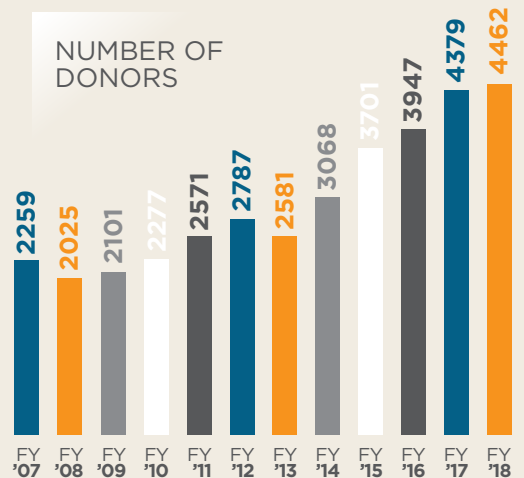
Salary and benefits also remain the largest expense category, reflecting the importance of human capability in delivering on our organizational mission. At the close of the fiscal year 2018, the market value of our college's endowment reached \$151.6 million, a 9 percent increase over last year. Our total number of donors also continued to rise.



MARKET VALUE OF ENDOWMENT



NUMBER OF DONORS











Left to right:  
Ed Pershing,  
Mack Dove, Jeff  
Pannell of Farm  
Bureau Insurance of  
Tennessee, and  
Mason Jones were  
honored at this  
year's gala.



## 2018 ALUMNI GALA

**THE TENTH ANNUAL** alumni awards gala brought together almost 400 students, staff, faculty, and alumni at the Knoxville Convention Center Friday, November 9. The evening recognized three alumni and one corporation for outstanding contributions to the college and to business in the state.

The gala began with a cocktail reception and silent auction benefitting the College Fund for the Haslam College of Business. Mack Dove was honored as the college's 2018 Distinguished Alum. Ed Pershing received the Outstanding Entrepreneur award. Farm Bureau Insurance of Tennessee was recognized as Outstanding Corporate Partner, and Mason Jones was named Outstanding Young Alum.





## OUTSTANDING YOUNG ALUM AWARD

**IN 2006, MASON JONES** (HCB, '04; Law, '07) co-founded Volunteer Traditions, an apparel company focused on simple, classic products that convey a love for Tennessee. "A lot of alumni started wearing our merchandise at UT games because they liked the distinctive look," says Jones. "Over the next few years, we developed a website and the business continued to grow."

At first, Jones juggled running the business after hours while finishing his law degree and later working full-time. In 2010, he realized he wanted to give Volunteer Traditions his full attention. "I've always loved small business," he says. "My dad owned a pharmacy, so I grew up around it."

As Jones moved forward with Volunteer Traditions, he leaned heavily on his Haslam education and on his past experience working for his father. "My education provided a base knowledge that was very valuable when I started running the business full-time and bringing people on to help," he says. "Being around other people at Haslam who were working hard really pushed me to be self-motivated."

Jones and his team have since worked to identify their core customer base. "I always want to make sure our designs are clean and simple, such as the classic interlocking UT symbol and the Tennessee Tristar," he says. "Those designs are timeless." The company designs a wide variety of Tennessee themed products, from shirts to outerwear and jewelry. Customers



connect with the brand through its flagship store in Nashville, retailers across the state, and its website.

Since the success of Volunteer Traditions, Jones has returned to campus a number of times to speak with students about his experiences. "Tom Graves at the Anderson Center for Entrepreneurship & Innovation has invited me to speak to his classes, and I've tried to do that twice a year," he says. "I really enjoy that, and I've been able to work with individual students who are interested in starting businesses." For the past two years, Jones and his team have partnered with the college's undergraduate office to design a special edition shirt for incoming freshmen at Haslam. Jones has also established a scholarship at Haslam for students from his hometown of White House, Tennessee.

For his continued involvement in the college and generous support of students, the Haslam College of Business is proud to name Mason Jones the 2018 Outstanding Young Alum. ■



## OUTSTANDING CORPORATE PARTNER AWARD

**SINCE 1948, FARM BUREAU INSURANCE** has grown from a small business to become one of the largest multi-line insurance companies in Tennessee.

Farm Bureau Insurance began selling property and casualty insurance in 1948 and added life insurance in 1973. Today the company has 500 agents in 190 sales offices, with at least one office in every Tennessee county. In addition, there are 16 regional claims centers

**Farm Bureau  
INSURANCE**  
Tennessee



and more than 350 claims professionals working throughout the state.

“We cover more homes and automobiles than anyone else—about 1.9 million units in the state,” says Jeff Pannell, CEO. “We also are the second largest writer of individual life insurance policies in Tennessee.”

The insurance giant’s link to the Haslam College of Business traces back several decades. “We have quite a few alums working for our company and many of our senior leadership attended the college,” Pannell says.

Neal Townsend (HCB, ’80), a former chief marketing officer, put tremendous effort into strengthening the relationship between the company and the college. In 2011, Townsend started speaking at senior level marketing classes about the Farmer Charlie branding campaign.

“Shortly after that, we created the Farm Bureau Insurance of Tennessee Insurance/Risk Management Lecturer Endowment to support insurance education at Haslam,” says Pannell. “The endowment is used to recruit outstanding insurance and risk management faculty members.” There’s also a team room named for Farm Bureau Insurance inside the Haslam Business Building.

Pannell sees an intrinsic connection between Farm Bureau Insurance and the college. “They’re a perfect partner as the flagship business school in the state,” he says. “Both Farm Bureau Insurance and the Haslam College of Business are invested in the success of our state’s students. It’s natural for us to invest, leading to a mutually beneficial relationship as those connections continue to grow.” The company recruits on campus and regularly hires graduates from the University of Tennessee, Knoxville, and Haslam.

Pannell says he hopes the partnership will continue to flourish. “We look forward to a lasting relationship,” he says. “I think the college is a tremendous asset to the state of Tennessee, and that’s evidenced by the quality of people we’ve hired who are alumni.”

The Haslam College of Business is proud to name Farm Bureau Insurance of Tennessee the 2018 Outstanding Corporate Partner. ■







## OUTSTANDING ENTREPRENEUR AWARD

**ED PERSHING (HCB, '74)** grew up in Alcoa, Tennessee, surrounded by a supportive family. His two older brothers attended the University of Tennessee, Knoxville, before he and his youngest brother followed three years later. “I witnessed firsthand how much they enjoyed and valued the experience,” Pershing says. “I never considered going anywhere else.”

An excellent student, Pershing received offers from each of the big eight accounting firms after graduation. He joined EY and was soon selected to participate in an education program on healthcare consulting. It was 1976, a time when consulting was not usually identified as a viable career, but Pershing had discovered his calling. “I was very blessed to participate in that program,” he says. “It set the foundation for my career and allowed me to pursue a path I’m very passionate about: healthcare and public health.”

Pershing co-founded Pershing Yoakley & Associates with fellow Haslam graduate Doug Yoakley (HCB, '78) in 1983. “I started PYA with the idea of establishing a strong consulting practice but operating as a CPA firm to convey our commitment to sound business practices and ethical conduct,” Pershing says. Pershing’s focus on healthcare consulting led PYA to become a leader in the niche, recognized by Modern Healthcare as the ninth largest privately-held healthcare management consulting firm in the country. Today, approximately 80 percent of PYA’s practice is related to the healthcare industry, and consulting accounts for more than two-thirds of their work.

PYA also founded a number of affiliate companies in other sectors, including real estate, investment advisory services,



healthcare claims analysis and auditing, and most recently, advanced analytics. “These ongoing opportunities to create new business enterprises have been extraordinarily satisfying for me,” says Pershing. “They allow us to expand our impact and our business footprint.”

Over the years, Pershing has retained firm ties to the Haslam College of Business, serving in the past as a member of the Chancellor’s Associates and currently on the Dean’s Advisory Council at Haslam. “Right here in our backyard, we have the ability to connect with students and professors in a way that enables us to attract the best and brightest to join us at PYA,” Pershing says. “Haslam is a pipeline for us for being able to identify and retain remarkable talent.”

The road to success as an entrepreneur can be summed up in one word, says Pershing: perseverance. “You need personal discipline and diligence each day,” he says. “Even when you don’t see progress, you’re building a foundation that will result in progress.”

The Haslam College of Business is proud to honor Ed Pershing with the 2018 Outstanding Entrepreneur Award. ■



## DISTINGUISHED ALUM AWARD

**A NATIVE OF DOTHAN, ALABAMA,** Mack Dove (HCB, '58) came to the Haslam College of Business in 1954 to pursue an education that would support his family's business, AAA Cooper Transportation. Dove originally planned to study law after earning an undergraduate degree in logistics, but changed course in 1958 to dive into the business with his brother, Earl Dove (HCB, '56).

When the trucking industry deregulated in the 1980s, Mack Dove was able to vastly grow the company with the knowledge of logistics, supply chains, cost management, and employee training he gleaned during his undergraduate experience. AAA Cooper Transportation entered the 1980s with \$43 million in annual sales. At the end of the decade, sales had grown to more than \$136 million.

Since then, the company has expanded to serve the United States, Canada, and Mexico. Today, AAA Cooper Transportation employs 5,200 people and operates a fleet of 2,600 tractor units and 6,000 dry trailers, with more than \$500 million in annual sales. Reid Dove, Mack's son, now serves as president and CEO of the privately owned and family-run business.

Valuing people is at the forefront of Mack Dove's business philosophy. "You have to communicate with your people and give them the right knowledge and tools," he says. "You concentrate on keeping your people safe and making sure that they understand their jobs. Good people sense is good business sense."

Dove says his education at Haslam broadened his understanding of the transportation industry. "My focus was primarily on trucking, and here I was introduced to rail and water as well," he says. "I've maintained relationships with

associates and fellow students I met at the time, and they have excelled in other parts of the industry. Those friendships are invaluable."

Over the years, Dove has chaired the Dothan, Alabama, Chamber of Commerce and served on the board of directors for a number of industry and business organizations. He also has stayed connected with his alma mater by serving on the University of Tennessee, Knoxville's, Development Council and the Dean's Advisory Council at Haslam.



"The University of Tennessee was a big part of my life and I try to show my appreciation and honor the school in the ways that I can," he says. Dove and his wife, Nancy, support the John H. Dove Transportation Excellence Endowment, the G. Mack and Nancy R. Dove Foundation Scholarship Endowment, and the John Dove Professorship Endowment.

For his outstanding career success and continuing investment in the college, the Haslam College of Business is proud to name Mack Dove the 2018 Distinguished Alum. ■





**Klockner Pentaplast** CARILLION CLINIC  
 Advanced Genomic Solutions **Tedford/Tellico Inc.**

**Pinnacle Financial Partners**  
 OEWAVES ALTEON HEALTH

**Caleres** Georgia Army National Guard  
 DESIGNER COTTAGES Business Armenia

**Ameriflight** **BrightStar Care**  
 JEFFERSON HEALTH **Summit** **TeamHealth**  
 AT THOMAS JEFFERSON **Materials**  
 UNIVERSITY McLaren TRINITY HEALTH

United States Senate Judiciary Committee  
 Emory University's Goizueta  
 Business School

RELIEVANT  
 MEDSYSTEMS, INC.

**US Army**

OVERHEAD  
 DOOR  
 CORPORATION

**Riverside Health System**  
 Premier Urgent Care **Accura Engineering  
 and Consulting**

HYDRO-GEAR UNITED TECHNOLOGIES  
 US Air Force **SWM International** Ascension

Highway Transport  
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**South Peninsula Hospital** PURCHASING POWER  
 ArchiveCore

University of Tennessee

**CarePulse** EXELON ARCONIC  
**Software** **BAE Systems**

Colorado West Healthcare System

TVA **Bush Brothers** Synergy Surgicalists

**Cardinal Capital Management**

UNIVERSITY OF TENNESSEE'S GRADUATE  
 SCHOOL OF MEDICINE **Lowe's**


PREVAIL THERAPEUTICS, INC.

HCA Sunrise Health **Dollar General** **Konexial**  
 GME Consortium

SEATTLE CHILDREN'S HOSPITAL BECHTEL  
 Gridsmart Metro Health Hospital

**Reynolds American**

**Global** HARVARD SCHOOL OF MEDICINE  
**Health IPA** Spallation Neutron Source at Oak  
 Ridge National Laboratory



ALUMNI  
**Update**

## '70s

Cardinal Capital Management, whose president and CIO is **Glenn Andrews** (HCB, '74, MBA, '77), was named to the 2018 edition of the FT 300 Top Registered Investment Advisers.

Pinnacle Financial Partner's **Rob McCabe** (HCB, '72, '78) was named to the American City Business Journals' list of the nation's biggest influencers in finance.

## '80s

**Molly Adams** (HCB, '84) joined Caleres as president of Famous Footwear.

**Russell Lamb** (HCB, '87) and Jennifer Lamb established a \$100,000 endowment for the Haslam Experimental Economics Lab.

## '90s

**Andy Dishner** (HCB, '91), and **Ken Evans** (HCB, '91), COO and CEO, respectively, of Konexial, donated nearly \$3 million worth of software to help Haslam students in understanding the complexities of fleet management.



**Donald E. Frieson** (HCB, '90) joined Lowe's as executive vice president of supply chain.

**Bruce A. Meyer** (MBA, '99) became president of Jefferson Health at Thomas Jefferson University.



*Forbes Magazine* named BrightStar Care, whose CEO and co-founder is **Shelly Sun** (MBA, '92), the nation's leading in-home care franchise for the fourth year running.

Quino named **Bruno Tateossian**, (HCB, '93) official representative in Texas for Business Armenia.

**Scott Wilmoth** (PROMBA, '99) is now market manager at Hydro-Gear.

## '00s

Dollar General promoted **Meghan Blackwell** (HCB, '09) to employment attorney.

**Shannon Cameron** (PROMBA, '08) is now executive director of revenue cycle for Harvard School of Medicine.

**Norm Chapin** (PEMBA, '08) became CMO of McLaren Thumb Region in Michigan.

**Chris Connell** (PROMBA, '09) is now a senior account manager at Tedford/Tellico Inc.

*DC Velocity* named **Darrell Edwards** (ProMBA, '03) one of its 2018 Rainmakers.

**Jay Frank** (PROMBA, '07) is now a senior project engineer at SWM International.

**Jim Greer** (HCB, '06) is now national brand manager for Designer Cottages.

**Kirk Jensen** (PEMBA, '07) published "Hardwiring hospital-wide flow to drive sustainable competitive performance" in *Management in Healthcare*.

**Chris Landess** (PEMBA, '07) joined the staff at South Peninsula Hospital.

Relievant Medsystems, Inc., made **Michael Marks** (PEMBA, '01) senior medical director.

**Melissa Manley** (PROMBA, '02) is now vice president of financial planning and analysis for Purchasing Power.

**Rob Milnes** (PROMBA, '09) joined Accura Engineering and Consulting as a project engineer.

Prevail Therapeutics, Inc., appointed **Francois Nader** (PEMBA, '00) to its board of directors.

TVA promoted **Tom Rice** (PROMBA, '07) to vice president of financial operations and performance.





Andy Dishner, and Ken Evans of Konexial discuss fleet management software with Haslam students.

**Ray Roberge** (PROMBA, '05) is now vice president of customer care with Overhead Door Corporation.

Ascension made **Peter Sanderson** (PEMBA, '08) senior director of clinical informatics for the Wisconsin region.

**Jeri Schmidt** (PROMBA, '07) was promoted to IS site leader over four Arconic plants in Iowa.

Bush Brothers promoted **Mike Smith** (PROMBA, '08) to director of operations of its Chestnut Hill, Tennessee, plant.

**Marty Weems** (PROMBA, '06) has become vice president of strategic business for Advanced Genomic Solutions.

## '10s

United Technologies promoted **DeWayne Allen** (ADMBA, '17) to director of special projects.

Gridsmart brought **Ian Anderson** (PROMBA, '11) on as supply chain manager.

**Daniel Aycocock** (HCB, '13, MAcc, '14) is now an MBA candidate at the University of Virginia's Darden School of Business.

**Ardo Ba** (PROMBA, '15) was selected to the *Knoxville Business Journal's* 2018 40 Under 40 list of outstanding young professionals.

The US Army promoted **Christina Bell** (ADMBA, '17) to product manager for Special Operations Forces Training Systems.

Abington Memorial Hospital promoted **Fernando Bonanni** (PEMBA, '18) to vice chairman of the department of surgery.

CWO **Christopher Briasco** (ADMBA, '18) of the Georgia Army National Guard participated in Operation Noble.

**John Campbell** (PEMBA, '11) and **Rand Schleusener** (PEMBA, '11) launched a new website for their company, Synergy Surgicalists.

Ameriflight made **Paul Chase** (ADMBA, '15) CEO of the nation's largest Part 135 Cargo airline.

HCA Sunrise Health GME Consortium, Mountain View Hospital Surgical Residency, tapped **Brian Citro** (PEMBA, '14) as associate program director.



**Keel Coleman** (PEMBA, '16) founded ArchiveCore.

**Blake Connolly** (HCB, '17) finished a 15-month stint as a research economist at the Council of Economic Advisers in Washington, DC, and joined Alliance Bernstein as a senior analyst.

**Jay Deluca** (PROMBA, '16) is now business director of card and decorative for Klockner Pentaplast.

**Jeffrey Dryer** (PEMBA, '11) founded CarePulse Software.

Reynolds American promoted **Krystal Forbes** (PROMBA, '13) to senior key account manager.

Metro Health Hospital promoted **Peter Hahn** (PEMBA, '14) to CEO.

**Emileigh Harmon** (BSBA, '14) joined Highway Transport Chemical, LLC, as a recruiter.

**Micah Hatch** (PEMBA, '17) became staff anesthesiologist at Anesthesia Medical Group, PC.

**David Hawkins** (EMBA-SL, '17) is now a patent engineer with Kilpatrick Townsend & Stockton.

**Parker Henry** (HCB, '18) won the SEC's H. Boyd McWhorter Scholar-Athlete of the Year award and was Haslam's top graduate in May 2018.

The International Federation for Emergency Medicine awarded the "Order of the IFEM" Fellowship to **Brian Holroyd** (PEMBA, '11).

Alteon Health appointed **Steve Holtzclaw** (PEMBA, '18) as its CEO.

**Mary Jackson-Hammond** (PEMBA, '12) is now president of Global Health IPA.

The Feinberg School of Medicine at Northwestern University named **Narasimhan "Sim" Jagannathan** (MBA, '17) professor of anesthesiology.

**Matt Jessee** (ADMBA, '17) contributed to an article in MRO Network and was promoted to director of propulsion and engines at Aviall, a Boeing company.

**Raina Karanjeet** (PEMBA, '16) became medical director of the internal medicine ambulatory practice at Carillion Clinic.

**Kim Kelley** (PEMBA, '14) wrote a new book, *The Road to Mana: Finding Healing, Happiness, and Power on the Road to Life*.

**Eric Lester** (ADMBA, '17) was promoted to senior quality manager at Boeing's Smithfield, Pennsylvania, location.

**Brad Lokitz** (PROMBA, '14) was promoted to user program coordinator of the Spallation Neutron Source at Oak Ridge National Laboratory in Oak Ridge, Tennessee.

Riverside Health System brought on **Blake Long** (PEMBA, '14) as an internist.

**Major Robert Lowrance** (ADMBA, '18) of the Georgia Army National Guard participated in Operation Noble Partner, a training event meant to "enhance the readiness and interoperability" of European and American forces in Eastern Europe.

Seattle Children's Hospital appointed **Lynn D. Martin** (PEMBA, '10) medical director for continuous improvement and innovation.

Philips Lifeline hired **Victoria Martin** (MSBA, '17) as a data scientist.

**Patrick Moore** (PEMBA, '14) launched Premier Urgent Care.

**Jaclyn van Nes** (PEMBA, '16) is an associate professor of obstetrics and gynecology at the University of Tennessee's Graduate School of Medicine.



**Eric Peters** (HCB, '17), published the book, *Exploring the Visegrád-Russia Connection: Understanding the Political and Economic Ramifications of Sanction Policies Four Years Later*.

Exelon promoted **Kyle Peterson** (EMBA-SL, '18) to refuel equipment team manager.

**Todd Quigg** (PROMBA, '12) joined Summit Materials as vice president of construction.

BAE Systems promoted **Kenita Rainey** (ADMBA, '18) to chief of staff.

**Cody Rhodes-Dawson** (PROMBA, '08) was promoted to plant manager at the Waupaca Foundry.

TeamHealth named **Hammad Rizvi** (PEMBA, '12) senior vice president.

**Julia Ross** (HCB, '16), a law student at New York University's School of Law, spent the summer as an intern at the United States Senate Judiciary Committee.

Trinity Health elected **Jeffrey Sather** (PEMBA, '18) to a two-year term as chief of medical staff.



**Justin Short** (HCB PhD, '18) accepted a faculty position at Emory University's Goizueta Business School.

**Colonel Shane Smith** (ADMBA, '18) of the 25th US Air Force published "Reverse Engineering Goldwater-Nichols: China's Joint Force Reforms" in *Joint Force Quarterly*.

The USDA is working with **Geogy Thomas'** (PEMBA, '15) clinic to find treatments for substance abuse in rural communities.

**Thomas Tobin** (PEMBA, '13) became chief medical officer for Colorado West Healthcare System, DBA Community Hospital.

OEwaves announced **Skip Williams** (ADMBA, '15) is now its CEO.

Bechtel promoted **Steven Wood** (PROMBA, '13) to executive assistant to the president of its Nuclear Security and Environmental Global Business unit.

# In Memoriam

## '40s

**Helen Johnson Gilleland** (HCB, '42) died May 8, 2018. She worked for TVA and the Hamilton County Department of Education and was awarded a PTA Life Membership for her contribution to Signal Mountain Elementary School.

**Harry P. Stickley** (HCB, '48) died Aug. 21, 2018. A veteran of WWII, after graduating from UT, he entered the insurance trade and later opened his own investigative business.

**Anne D. Farmer McWhirter** (HCB, '49), a member of Second Presbyterian Church, the DAR—James White Chapter, the National Society of Colonial Dames of America, First Families of Tennessee and other organizations, died Aug. 24, 2018.

**Oscar L. Williams** (HCB, '49) died Sept. 6, 2018. He was a veteran of WWII and later helped found the 119th TAC Air National Guard in Alcoa. He worked at Mason & Dixon Truck Lines.

## '50s

**William C. Cowan** (HCB, '50), retired president of Memphis Machinery & Supply Co. and Rees Memphis, Inc., died May 4, 2018.

**Virgil H. Huston** (HCB, '50), a veteran of both WWII and the Korean War, died May 3, 2018. Employed by General Motors for 30 years, he retired in 1981 as director, GM Dealer Organization Worldwide and as a vice president of GM Overseas.

**Ernest "Ernie" Cox** (HCB, '52) died Oct. 1, 2018. He began his career at Caterpillar and was president of Moss Trucking Co. until Aug. 1994.

**Warren K. Anderson** (HCB, '53), a Korean War veteran, died Apr. 25, 2018. He was operations manager for Sea-Land Corporation and invented the "Tattle Cap" wheel-seal while working for Crowley Maritime. He was later a consultant with the World Bank and Sy-Klone International.

**Hoyt B. Howington** (HCB, '53), a World War II veteran, died Aug. 20, 2018. He initially worked as a CPA with a public accounting firm and later became the controller for Byrum Seed Co.

**Geraldine "Gerry" Baer** (HCB, '55) died Jan. 17, 2018. She was a parishioner of St. Peter's Episcopal Church in Cheshire, CT, and St. Paul's Episcopal Church in Ivy, VA, and devoted much of her time to charitable and civic organizations.

**James "Jim" Parton** (HCB, '55) died Apr. 2, 2018.

**Zan Jackson Schriver, Jr.** (HCB, '55), died June 21, 2018. A U.S. Army veteran who served in Korea, he worked in real estate after his graduation.

**Nancy Alley Evins** (HCB, '56) died Aug. 21, 2018. She ran a clinical hypnotherapy practice for many years and was a frequent columnist for The Tennessean.

**William Ruah** (HCB, '56) died Mar. 14, 2018.

**M. Emily Tinsley** (HCB, '56) died Jan. 16, 2018. She was active in the Knoxville community, serving on several community organization boards and was instrumental in establishing the Knoxville chapter of Childhelp U.S.A.

**E. Riley Anderson** (HCB, '57) died July 4, 2018, after a long fight with cancer. He practiced law with Joyce, Anderson, and Meredith from 1958-1987 and was appointed to the Tennessee Supreme Court in 1990, where he was elected chief justice in 1994, serving in that capacity five times.

**Howard M. Fields** (HCB, '57) died May 30, 2018. He served in the Army Reserves and after college began a career with United States Gypsum and then Domtar, Inc. that lasted more than 37 years.

**Billy S. Powers** (HCB, '57) died June 23, 2018. He worked for the Firestone Tire and Rubber Plant and Greater South Traffic Nationwide.

**David Sellers** (HCB, '57) died Aug. 19, 2018. He worked as a salesman for more than 25 years with Joseph A. Banks Men's Clothing.

**Kenneth E. Cook** (HCB, '58) died Aug. 6, 2018. He was a US Army veteran and worked in Oak Ridge at the K-25 and Y-12 plants for 35 years.

**Alvin Underwood** (HCB, '58) died Mar. 12, 2018, after a long battle with Alzheimer's. He became president and CEO of Miller's Department Store, helped his wife found Linda's Hallmark, and worked with many charitable causes.

## '60s

**John W. Bralliar** (HCB, '61) died July 9, 2018.

**Woodrow "Woody" Crawley** (HCB, '61) died July 15, 2018.

**Gene G. Garner** (HCB, '61) died Jan. 15, 2018. He was a Korean War veteran and retired from the State of Tennessee as a vocational rehabilitation counselor and from the American Cancer Society as a field representative.

**Arvillee Grant** (HCB, '61), a Korean War veteran, died Aug. 2, 2018. He was a deacon and longtime member of Second Presbyterian Church in Knoxville and a teacher in the Sunday school.

**Ryland L. Hoskins** (HCB, '62) died Oct. 2, 2018. A Korean War veteran, he retired as a lieutenant colonel after 27 years of service. He also worked in public relations and marketing and was the first executive director of the Tennessee Sports Hall of Fame.

**David L. Jean** (HCB, '62) died May 12, 2018.

**John R. Neal** (HCB, '62), a U.S. Marines veteran, died June 11, 2018. He was the KFC Corporation senior director of franchising and became a KFC franchisee in 1970. He founded JRN, Inc., which has several franchise restaurants in 11 states and is ranked in the top 50 of US franchise restaurant companies.

**Harold R. Henley** (HCB, '64) died Mar. 14, 2018. He was a Korean War veteran and a member of Lambda Chi Alpha fraternity.

**Barbara Elkins Overton** (HCB, '65) was a librarian for the Knoxville School System and part owner of National Paperback Books, Inc. She died June 10, 2018.

**Roe Coleman** (HCB, '66) died July 9, 2018. She was one of the first female senior assistant district attorneys in Nashville and a strong advocate for women and children, particularly those with special needs.

**Bob Redington** (HCB, '66) was a distance runner at UT, attaining All-American status in 1965. After graduating, he pursued a successful career in the medical industry. He died May 23, 2018.

**Diane "Mimi" Johnson** (HCB, '67) died Apr. 22, 2018, after a long battle with cancer. She worked for 42 years with HCA.

**Rutherford Lyle Key** (HCB, '67) died May 2, 2018. He spent his professional career with CSX transportation.

**Charles "Charlie" Cochran** (HCB, '68), a Vietnam War veteran, died Apr. 21, 2018. He founded and was managing partner of CN Futures Trading, and he developed the 3-2-1 trading methodology software.

**Billy R. Bowers** (HCB, '69) died Sept. 30, 2018. He was a US Army veteran and was employed for 35 years as a staff accountant by Nuclear Fuel Services.

**Milford D. Hylton** (HCB, '69) died July 19, 2018, after a long battle with liver disease. He was a 20-year veteran of the US Army and a Legion of Merit recipient. After his years of service, he worked at Home Federal Bank.

**Jerry Sweeney** (HCB, '69) died June 11, 2018. He worked at BF Goodrich and American Recycle before helping found Tennessee Aluminum Processors and serving as its CEO for 35 years.

**James "Jim" Whisenant** (HCB, '69) died Sept. 29, 2018. He served in the Tennessee/Alabama National Guard and worked at Teledyne Brown Engineering for 37 years before retiring as vice president of finance.

## '70s

**Edwin K. "Kim" Walters** (HCB, '74), died May 13, 2018. After college graduation, he joined Arcata Corporation's Book Group in TN and soon moved to Arcata's California headquarters.



If you have an obituary for a University of Tennessee, Knoxville, Haslam College of Business alumnus, please submit it to us at [Haslam@utk.edu](mailto:Haslam@utk.edu) using "In Memoriam" in the subject line.

This update reflects information known as of Oct. 10, 2018.





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