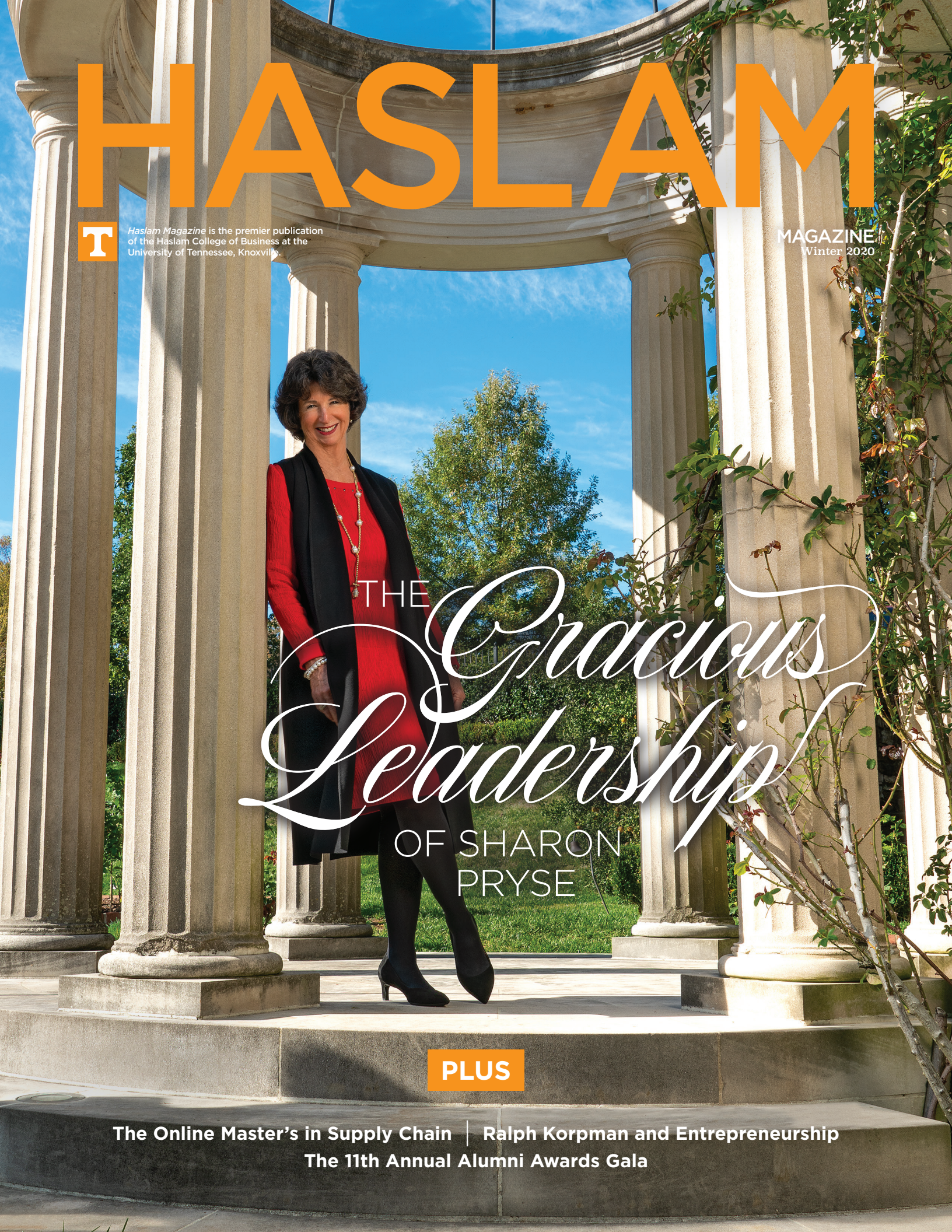


HASLAM



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

MAGAZINE
Winter 2020



THE *Gracious Leadership*
OF SHARON PRYSE

PLUS

The Online Master's in Supply Chain | Ralph Korpman and Entrepreneurship
The 11th Annual Alumni Awards Gala



Be what's possible.

T HASLAM
COLLEGE OF BUSINESS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE

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Fueling Entrepreneurship



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The Gracious Leadership of Sharon Pryse

Whether at work, meeting with one of the many boards on which she sits, or interacting with her friends and family, Sharon Pryse is always guided by a desire to bring people together in order to make things happen.



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THIS YEAR, the University of Tennessee, Knoxville, celebrates 225 years of “Lighting the Way,” for the citizens of Tennessee and beyond. The Haslam College of Business is honored to be part of UT’s history and future as we strive to excel in business education and research in collaboration with our students, alumni, and corporate and governmental partners.

While statistics and rankings are just a proxy for day-to-day impacts on individuals and partner organizations, they do help showcase how the college is influencing the future of both its students and the businesses who employ them. And so—a few tidbits. Haslam MBA students saw double digit percentage increases in average starting salaries in 2019, while employment rates were strong across all of our masters programs. The MBA program received numerous accolades throughout the academic year as well, from the *Economist* (No. 21 among publics), *Bloomberg Businessweek* (No. 26 among publics and No. 16 for best learning experience), and *Forbes* (No. 27, best value).

The good news reaches beyond the graduate school to both undergraduate and executive education. The college’s undergraduate business program climbed to No. 27 in the *Poets&Quants* list, while *U.S. News & World Report* placed Haslam at No. 30 among public business schools. *The Financial Times* recognized Haslam executive education as No. 1 in the world

for facilities and program support and No. 4 among publics in its overall program ranking.

While the numbers solidly represent the fruits of faculty, students, staff, alumni, friends, and the greater business community working together, what often gains less notice are the deep commitments of time, talent, and treasure that enable such results. In this issue, we’ve chosen to highlight people and programming that create such a sense of community and excellence at Haslam.

Leaders like Sharon Pryse (*page 14*) bring people together who enrich communities here in East Tennessee and beyond. Our master’s in supply chain management online program (*page 6*) gathers students from all walks of life into an environment where new perspectives can embolden the educational process. Ralph Korpman (*page 18*) saw the value of entrepreneurial support and stepped forward to extend opportunities to more students through a gift to the Anderson Center for Entrepreneurship and Innovation. Visionaries like Leigh Burch (*page 28*), Tyvi Small (*page 12*), and Russell Crook (*page 26*) are transforming the greater Knoxville community and supporting students in creative and impactful ways. Each of these is a fitting and inspiring example of what it means to be a Tennessee Volunteer.

And so, as the University of Tennessee, Knoxville, celebrates 225 years and sets its sight on the next 225, know that because of your efforts and those of many like you, the Haslam College of Business will continually strive to lead the way in realizing the great potential of this great university. Thank you for being a part of our story, this and every year.

With gratitude,

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.

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GRADUATE & EXECUTIVE
 EDUCATION



Amy Cathey, executive director of business development for graduate and executive education programs, won a Shelby County BETA award, given annually to leaders who demonstrate the values of ethics, education, economics, and excellence.

#1

The Financial Times ranked the Haslam College of Business as No. 1 in the US for custom executive education facilities and program support.

The college's overall rank for custom executive education is No. 4 nationwide among public institutions, marking its fifth consecutive year in the top five.

Rankings

GEE held a “mega-reunion” on homecoming weekend, November 1-2, to celebrate 25 years of offering its EMBA for Strategic Leadership program.



SUPPLY CHAIN MANAGEMENT

Think Tank The Applied Supply Chain Collaborative, an 11-member corporate think tank intended to guide supply chain management academic research and assist with results validation, launched in summer 2019 under the guidance of Ted Stank.



In August, Haslam's Master of Science in Supply Chain Management Online—the first online degree program from Haslam—launched with an inaugural cohort of 41 students.



John Bell was named the new Jerry & Suzanne Ratledge Professor of Supply Chain Management.

The supply chain management department's dedicated **career fair** drew 129 unique companies to recruit, and 1,169 students participated.

Paul Dittman co-wrote “Why CEOs Are Still In The Dark About The Supply Chain,” for *Chief Executive*.

Sining Song published in *Information Systems Research*.



Wendy Tate was published in the *Journal of Supply Chain Management*.

Eunae Yoo published “Diffusion on Social Media Platforms: A Point Process Model for Interaction among Similar Content” in the *Journal of Management Information Systems*.

Chad Autry and **Michael Burnette** had a two-part blog entry, “How a Supply Chain Planning System Drives Total Value,” published in *EPS News*.



Autry

Burnette



Logistics Management.com
August 14, 2019

“A big part of shippers being prepared goes back to having a very aggressive and active risk management profiling process in their supply chain, given the many things that can disrupt global supply chains.”

Ted Stank professor of supply chain and logistics, in Logistics Management, on what shippers must do in an unpredictable trade environment.

Inside Supply Management Weekly
September 3, 2019

“For the optimist, it creates a time of unparalleled opportunity for companies and supply management organizations to differentiate themselves from competitors. For pessimists, it’s a challenging environment where if you don’t really pay attention, there can be disastrous consequences.”

Shay Scott executive director of the Global Supply Chain Institute, on challenges facing the supply management profession in *Inside Supply Management Weekly*.

Authority Magazine
August 23, 2019

“Given that culture is a shared system of values and beliefs, organizations that don’t have a diverse leadership team are likely perpetuating a culture that is not likely to be embraced by the vast majority of its employee-base. Further, that culture is likely to become stale and out of touch because leadership lacks a vital trigger to cultural and organizational inertia—diversity.”

Randy Bradley assistant professor of information systems and supply chain management, on the importance of diversity in leadership, in *Authority Magazine*.

TechNewsWorld
June 21, 2019

“Drones are for real in key areas of the supply chain—checking inventory levels in huge distribution centers, flying manufacturing lines to determine when new parts are needed on the line, inspecting far flung facilities and pipelines.”

Ted Stank executive director of the Global Supply Chain Institute, analyzing Uber’s drone test in *TechNewsWorld*.

Freight Waves
June 27, 2019

“Hershey is clearly customer-focused, which helps to drive improvement for carriers. If the focus shifts to on-time deliveries, then fixing your upstream procedure constraints can improve customer service results.”

Mary Long director of the Supply Chain Forum, speaking on the importance of supply chain management in *Freight Waves*.

Chattanooga Times Free Press
July 18, 2019

“With unemployment so low, it is harder to sustain the kind of growth in employment or decline in the jobless rate we saw in previous years but that simply reflects how strong the economy is right now.”

William “Bill” Fox director of the Boyd Center for Business and Economic Research, on a slight uptick in Tennessee’s employment rate in the *Chattanooga Times Free Press*.

Daily Memphian
January 8, 2020

“I don’t think that we’re looking at anything that would be of sufficient magnitude to derail the economy unless we saw an interruption of oil supplies, unless we saw a major military escalation.”

Matt Murray associate director and project director of the Boyd Center for Business and Economic Research, on the likelihood of the Iran crisis inciting a recession.

NewsMax Finance
August 20, 2019

“Until autonomous vehicles are on the street, I don’t expect to see a massive shift toward EVs in the U.S.”

Bill Fox speculating that the future of electric vehicles lies in autonomous vehicles and a network of shared, self-driving cars that will eventually be a major transportation option in *NewsMax*.

Supply Chain Dive
May 14, 2019

“Supply chains are really complex things that we think we may have a handle on, but there’s always some unanticipated risk we didn’t account for.”

Shay Scott commenting on how Old Navy and Gap split their business and their supply chains in *Supply Chain Dive*.

Supply Chain Brain
July 26, 2019

“When you think about the business environment we exist in today, it is becoming more and more important for companies to ensure their customers that they are getting sustainably sourced products. This is just another next step in a retail revolution that we’ve been seeing the last year or two that is trying to extend that confidence all the way down the customer that, in fact, the supply chain that is supporting the products they know and love is sustainable back to source.”

Chad Autry FedEx Corporation Endowed Professor of Supply Chain, speaking on ethically sourced supply chains with *The Supply Chain Brain* Podcast.

Freight Waves
June 24, 2019

“McCormick shifted into a globally organized supply chain over the last several years and as a result has gained economies of scale and standardization to improve margins.”

Ted Stank executive director of the Global Supply Chain Institute, offering a positive appraisal of McCormick’s eco-friendly supply chain practices in *Freight Waves*.

Material Handling & Logistics
June 24, 2019

“The seat of innovation is within the supply chain. And that’s what makes supply chain leaders special—rather than channeling their efforts to further just their own.”

Randy Bradley assistant professor of information systems and supply chain management, on supply chain leaders’ holistic thinking, in *Material Handling & Logistics*.

Supply Chain Dive
May 21, 2019

“When you take your bathroom break, when you take your lunch, it could be emitting data. Is the organization fully aware of what’s being captured, or are they not even aware of it?”

Randy Bradley assistant professor of information systems and supply chain management, on privacy issues with wearable tracking devices, in *Supply Chain Dive*.



Bruce Behn, associate dean for Graduate and Executive Education, was appointed to the board of directors for the American Institute of Certified Public Accountants.

ACCOUNTING AND INFORMATION MANAGEMENT



Kathleen Schuchard, **LeAnn Luna**, and PhD student Danielle Stanley presented a paper to both the National Tax Association annual meeting and the University of Illinois Tax Symposium.



James Chyz was selected as the Pugh CPAs Professor of Accounting.

Linda Myers published two papers in *Contemporary Accounting Research*. She also served as

- conference editor for the 2019 *Journal of Accounting, Auditing and Finance* Conference in Chile;
- doctoral consortium organizer and keynote speaker for the 2019 *Journal of International Accounting Research* Doctoral Consortium in Canada;
- keynote speaker for the Financial Accounting and Auditing Conference at NHH in Norway;
- PhD seminar guest speaker at Lancaster University in the United Kingdom; faculty breakout leader at the Deloitte Doctoral Consortium;
- panel member for the PhD Project Doctoral Consortium in San Francisco;
- and North American representative at the European Accounting Association meeting in Cyprus.



Lauren Cunningham was awarded the 2019 *Issues in Accounting Education* Best Paper Award for “Using Visualization Software in the Audit of Revenue Transactions to Identify Anomalies,” published in the November 2018 issue.



International Collaboration

With colleagues from the University of Copenhagen for the Danish Industry Foundation, Georg Schaur completed a web-based project, “The Road to Exporting,” which helps Danish firms identify export opportunities.

Scott Gilpatric became head of the Department of Economics.



ECONOMICS

\$237,000

Charles Sims and **Scott Holladay** received \$237,000 in funding from the Alfred P. Sloan Foundation’s Energy and Environment Program for research on the relationship between customer incentives to invest in distributed solar generation and utility incentives to invest in new resource and transmission assets.



Economist Marianne Wanamaker won the International Health Economics Association’s Arrow Award for her research on the Tuskegee syphilis study. She also is

the incoming co-editor-in-chief of the journal *Explorations in Economic History*. Along with other members of the US Workforce Advisory Board, Wanamaker toured the Siemens Energy Cup with US Secretary of Commerce Wilbur Ross and presidential advisor Ivanka Trump.



Andy Puckett discussed a paper at the Security and Exchange Commission's conference on financial market regulation.

FINANCE

Thomas Boehm published "Achieving Effective Mortgage Modifications: The Importance of Household Characteristics" in *The Journal of Real Estate, Finance, and Economics*.

Matthew Serfling published in *Review of Financial Studies* and *Harvard Business Review*.

Tracie Woitke joined representatives from every SEC university as part of the 2018-2019 SEC University Academic Leadership Program.

The Department of Finance hosted leading scholars from around the nation in its fourth Annual UT "Smokey" Mountain Finance Conference and helped organize and host a real estate networking event in spring 2019.

The Department of Management hosted an Innovation and Creativity Day workshop in November.

Melissa Cardon published in the *Journal of Business Venturing*.

Russell Crook was elected to a five-year leadership track at Southern Management Association.

David Gras published "Wicked problems, reductive tendency, and formation of (non-) opportunity beliefs" in the *Journal of Business Venturing*.

Mike Lerman and **Anne Smith** published in *Organizational Research Methods*.

MANAGEMENT



Tim Munyon was published in the *Journal of Vocational Behavior*, *International Journal of Selection and Assessment*, and *Journal of Occupational Health Psychology*.



HIGH SPEED CONNECTIONS

MS in Supply Chain Management Online



Pursuing a master's degree was always at the back of Peter Karakashian's mind. An operations advisor at

Whirlpool, Karakashian had firsthand experience in supply chain management and wanted to build on it, but lacked the flexibility as he continued to work full-time.

When he heard about the new Master of Science in Supply Chain Management Online at the University of Tennessee, Knoxville's Haslam College of Business, he was intrigued. "It simplifies everything for working professionals like me," he says. "I can sign up for courses, read the textbooks, and participate in discussions and video meetings from anywhere in the world."



Student Nihar Patel also appreciates the program's flexibility. "It allows me to maintain a healthy balance between

work, life, and school," says Patel, an account development manager at Pilot Flying J. "The flexible pace is helpful, too." Students may take between 18 months and five years to complete the program.

INTERACTIVE LEARNING

The program's online textbooks include links to supplemental articles, videos, and other media. "We've also incorporated interviews with supply chain corporate partners," Shay



Scott, executive director of the Global Supply Chain Institute at Haslam, says. “These executives help the concepts come alive by talking about how their companies are addressing course topics.” As part of the program, the faculty also created “Sole’d Out,” a series of short videos in the style of *The Office*. “It’s an integrative case study about how a fictional shoe company struggles with improving their supply chain,” says Scott. “This case study helps students internalize the robust curriculum by creating memorable, often humorous, sketches to illustrate concepts.”

RELEVANT CONCEPTS



Tiffany Mobley, international customer support supervisor in supply chain planning at Cummins, entered the program in fall 2019. “The curriculum is very well organized, and the concepts we’re covering are extremely relevant to my daily experiences at work,” she says. “It’s providing me with insights and strategic thinking skills, helping me have better, more meaningful and relevant conversations with colleagues.”

Launched last fall with 41 students, the program fills the emerging need to educate professionals on the myriad developments in the field of supply chain management. Within the quickly developing field, both employees and employers are searching for educational institutions that can equip them and their organizations to use supply

chain management to create competitive advantage. “Our corporate partners strongly advocated that we launch this program to supplement our bachelor’s and executive education offerings as we didn’t have a degree program that was available fully online,” Scott says.

GLOBAL PERSPECTIVES

One of the program’s strengths is its emphasis on peer-to-peer learning. An online platform facilitates communication and levels the playing field for students who might not typically speak up in class. “We deliberately admitted students who could learn from each another in addition to learning from the content of the program,” says Chad Autry, department head and FedEx Corporation Endowed Professor of Supply Chain Management. “If students really want to grow in the field, they can learn from faculty and industry leaders, but also their peers.” The online environment eliminates geographic barriers and brings global perspectives into classes. “I appreciate how this program connects people from different industries and countries,” says student Susana Blowfield, a sourcing team leader at Cummins. “When we talk about trade, we have someone in China who can offer a different perspective. Many people don’t have the opportunity to travel, but we can still learn from each other across the miles.” ●

No matter where MS in Supply Chain Management Online students are when they log on, they are quickly transported to a platform where they can immediately network with professors, peers, and course modules.

39%
FEMALE

21%
DIVERSE

07%*
INTERNATIONAL

*of the 41 students who enrolled in the programs’ inaugural class

NEW FACULTY

A Growing Global Reach

Haslam welcomed 18 new faculty members in September 2019. Coming from China, Germany, South Korea and Turkey and from all quarters of the United States, these new faculty members demonstrate Haslam's growing global reach and bring decades of experience in industry and in the classroom.

25

Our new faculty are focused on more than 25 areas of research study



60

have had articles appear in more than 60 publications



Annika Abell // Assistant Professor, Department of Marketing

Joe Buckley // Lecturer, Department of Supply Chain Management, Director of SCM Executive Education programs

Jerry Day // Lecturer, Department of Business Analytics and Statistics

Emre Demirkaya // Lecturer, Department of Business Analytics and Statistics

Ryan Farley // Clinical Assistant Professor, Department of Finance // Faculty Advisor, UT's Torch Fund Program

Ron Ford // Lecturer, Graduate and Executive Education (GEE), Department of Accounting and Information Management

Thomas Goldsby // Haslam Chair in Logistics, Professor, Department of Supply Chain Management

Michael Grojean // Director, Executive MBA - Strategic Leadership // Lecturer, GEE

Jonathan Hasford // Assistant Professor, Department of Marketing

Kurt Jacobs // Assistant Professor of Practice, Department of Management

Justin Jia // Assistant Professor, Department of Business Analytics and Statistics

Jong Seok Lee // Assistant Professor, Department of Accounting and Information Management

Yuan Li // Assistant Professor, Department of Accounting and Information Management



11

11 of our new faculty hold doctorates within their field of expertise



11

come to us after teaching at 11 different colleges and universities



5

5 have owned their own business or have been a leader in industry

ChuanRen Liu // Assistant Professor, Department of Business Analytics and Statistics

Yuanyang Liu // Assistant Professor, Department of Business Analytics and Statistics

Jim Rosenberg // Director, Executive MBA - Healthcare Leadership // Lecturer, GEE

Winston Smith // Lecturer, Department of Accounting and Information Management

Jason Strickling // Lecturer, Department of Management

Left to right, top to bottom: Ryan Farley, Kurt Jacobs, Yuan Li, Winston Smith, Annika Abell, Jerry Day, Ron Ford, Michael Grojean, Justin Jia, ChuanRen Liu, Yuanyang Liu, Joe Buckley, Emre Demirkaya, Thomas Goldsby, Jonathan Hasford, Jong Seok Lee, and Jim Rosenberg. Not pictured: Jason Strickling



For a more in-depth look at each faculty member's unique skill set and interests, visit HASLAM.UTK.EDU/NEWS/HASLAM-ADDS-17-NEW-FACULTY-MEMBERS

Using Social Media to Combat Bad Experiences

INFORMATIONAL SOCIAL MEDIA POSTS
CAN IMPROVE CONSUMER SENTIMENT

With an estimated 40 percent of consumers following their favorite brands on social media, marketers now have ongoing opportunities to engage with and influence their audiences. The types of posts shared by those marketers can impact how brands weather trials and storms. According to a recent study from Haslam College of Business professors Kelly Hewett and Michel Ballings, informational interaction via social media can increase positive consumer sentiment, even when customers are temporarily unhappy with an organization's performance.

The pair co-authored "The Role of Marketer-Generated Content in Customer Engagement Marketing," published in November 2019 in the *Journal of Marketing*. The study investigates how marketers' social media engagement can influence the sentiment of customers' digital engagement during and after experiential events (such as concerts and sports competitions). Previous research has shown a link between consumer sentiment and purchase behavior, but few studies have examined marketers' ability to enhance digital audience sentiment.

The study considers two categories of marketer-generated content (MGC): emotional (meant to prompt sensory or emotional reactions) and informational (providing brand-related updates not specifically intended to spur audience engagement).

The research reveals that emotional MGC improves the sentiment of customers' digital engagement regardless of event outcomes, but when outcomes are negative, informational content produces greater positive effects.



As a source of input, customer sentiment may be much more effective in enabling firm interventions."

—KELLY HEWETT

Using evidence from a European soccer team's Facebook fan page, the researchers found that when fans experienced an undesirable event outcome such as the team losing, informational MGC had a considerable positive impact on customer sentiment.

"What surprised us was that the effect for informational content is so pronounced that with more informational posts, customer

sentiment for poor experiences can be brought up to the level of sentiment for wins," Ballings, assistant professor of business analytics and statistics and Jane and Jeff Davis Faculty Research Fellow, says.

Based on these findings, the researchers encourage firms to customize MGC strategies during and after experiential events. Surrounding desirable outcomes, emotional content can strengthen consumers' experience-related positive sentiment, increasing positive digital engagement. For undesirable outcomes, posting brand-related information can minimize customer backlash.

The researchers say an important benefit of the findings is that customer sentiment on social media can be monitored more frequently than other sources of customer feedback such as purchase behavior or surveys. "As a source of input," Hewett, associate professor of marketing and Haslam Family Faculty Research Fellow, says, "customer sentiment may be much more effective in enabling firm interventions."

Research indicates that the study's findings could extend to personalized post-purchase communications such as recommendations and educational content. Customizing these messages may increase the positive sentiment of customers' digital engagement and enhance future purchasing behavior.

"The Role of Marketer-Generated Content in Customer Engagement Marketing" was supported by a grant from the Marketing Science Institute and co-authored by Matthijs Meire of the IESEG School of Management, V. Kumar of Georgia State University, and Dirk Van den Poel of Ghent University. The study is available online at [HTTPS://TINY.UTK.EDU/LGTBJ](https://tiny.utk.edu/LGTBJ). ●

CENTERS AND INSTITUTES

ANDERSON CENTER FOR ENTREPRENEURSHIP AND INNOVATION

\$25,000

The Boyd Venture Challenge

Awarded \$25,000 to student start-ups. Winter Innovations, a product company founded by Lia Winter, was awarded \$10,000. Graduate student Erica Grant's Quantum Lock was also awarded \$10,000, while Flo+Co., founded by senior Meg Hutchinson, was awarded \$5,000.



Alex Miller's Learning by Giving course, which offers students a primer in social entrepreneurship, is now the requisite course in a social entrepreneurship minor that is open to undergraduates campus-wide. The course is offered in collaboration with the Consortium for Social Enterprise Effectiveness, housed in the Anderson Center for Entrepreneurship and Innovation at Haslam.

GLOBAL SUPPLY CHAIN INSTITUTE



New Equipment Digest did a write-up on the **GSCI's white paper**, "End-to-End Supply Chain Planning Framework and Key Concepts: Why Planning is the 'Brains' of the Supply Chain."

GSCI also published two new white papers in its **new "People in Supply Chain" series**: "Young Professional Women's Perspectives on Supply Chain Diversity and Inclusion" and "High-Performance Organization (HPO) Best Practices: People are the Heart of the Supply Chain."

The Global Supply Chain Institute held its semi-annual **Supply Chain Forum** in mid-November.

BOYD CENTER FOR BUSINESS AND ECONOMIC RESEARCH



Don Bruce won Haslam's Bank of America Faculty Leadership Award.

Don Bruce, Celeste Carruthers, Matt Harris, and Matt Murray published in the *Journal of Urban Economics*.



Celeste Carruthers published "Not Whether, but Where? Pell Grants and College Choices" in the *Journal of Public Economics*.

Vickie Cunningham was honored by the University of Tennessee with a plaque of Tennessee with a plaque for 35 years of service.

Matt Harris is now a tenured associate professor. Harris also published in the *International Economic Review*.

The Tennessee State Data Center, housed in the Boyd Center for Business and Economic Research, released a report showing that Tennessee's fastest-growing cities and counties are in the middle of the state.

Tennessee State Data Center Director **Tim Kuhn** won a 2019 APDU Data Viz Award for his 2018 Vintage Population Estimates dashboard.

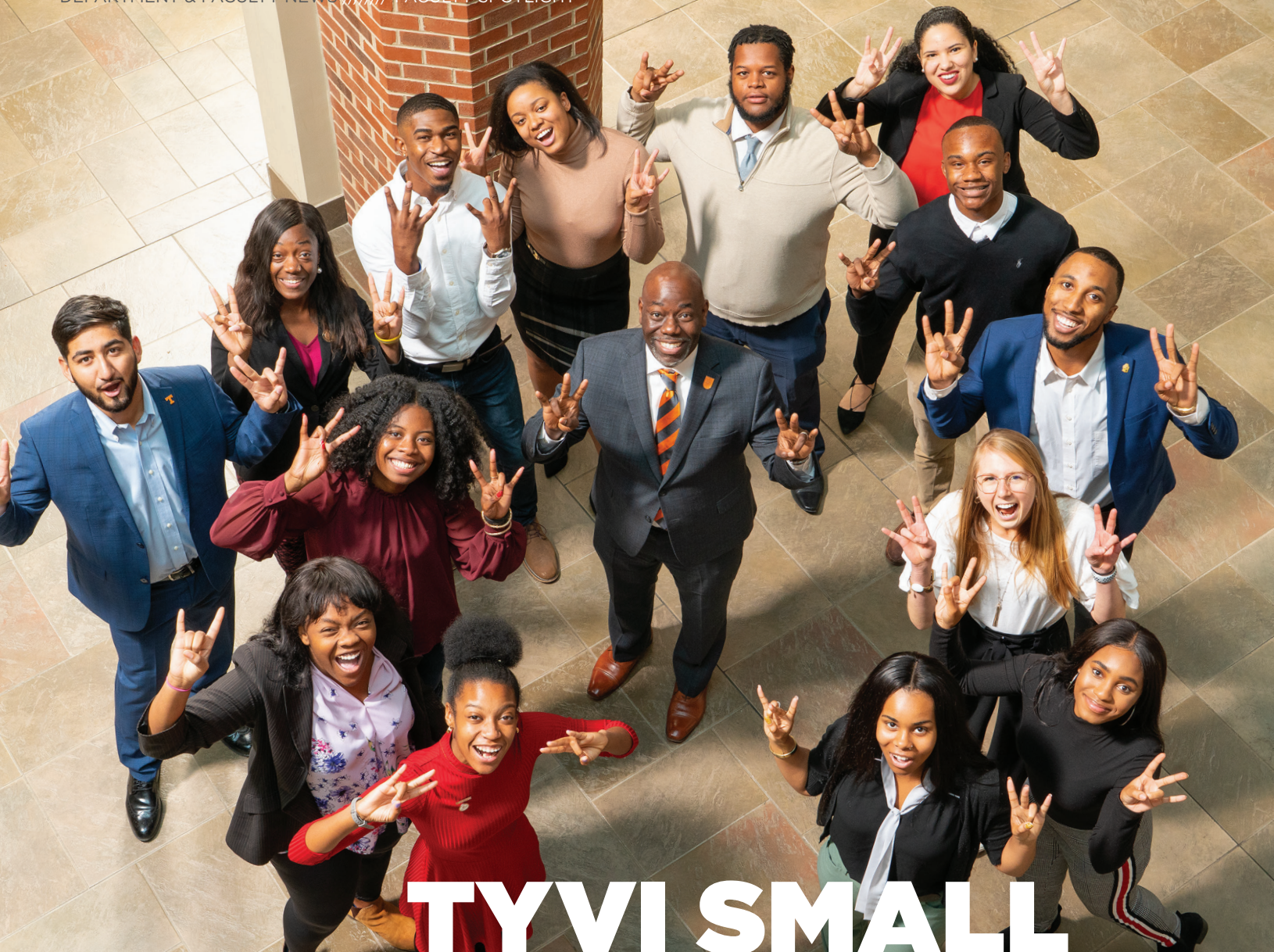
For the third consecutive year, the **Boyd Center** released a report on the impact of TennCare in the state, based on a survey of recipients of the healthcare program.

BOYD CENTER AT WORK

The Boyd Center is studying the effects of the new \$6.2 million pilot program to provide additional financial and coaching support to help students succeed in college sponsored by the Knox Promise Initiative and Nashville Grad.

NEEL CORPORATE GOVERNANCE CENTER

The latest Neel Corporate Governance Center Speaker Series wrapped in April with Eugene Soltes of Harvard Business School joining via Zoom.



TYVI SMALL

CHAMPION OF INCLUSION

Born and raised in the small South Florida town of Pahokee, Tyvi Small became a first-generation college student at the University of South Florida with a plan to attend law school. Warm and friendly, Small got involved with campus organizations and eventually became student body president.

Even as an involved student, he didn't recognize higher education as a possible career path. It was at the urging of a mentor that Small applied for a job as an admissions counselor at the university and began working on multicultural recruitment and scholarships.

Small had no connection to the University of Tennessee, Knoxville, when he heard about a job opening in diversity and community relations at the Haslam College of Business, but he took the plunge and joined the team as the college's coordinator for diversity initiatives in 2007.

For the next 11 years, Small poured his energy and enthusiasm into the college's diversity efforts and into mentoring countless students. "I've had the pleasure and honor of building this office and creating something that's going to outlive all of us," Small says. "It's been a wonderful experience."

Along the way, he met his wife, Tammi, who is associate director of undergraduate programs at Haslam.

Small created a number of Haslam's outreach programs and connected with local nonprofits such as ProjectGrad and the Urban League. He spearheaded efforts to connect with corporate partners as well, channeling their gifts to create programs such as the Leadership Development Program, AIM Academy, and Business Education for Talented Students (BETS). "That corporate support has allowed us to do some meaningful, impactful work around diversity and inclusion in the

“

I'm a first generation college student and if it wasn't for the people who mentored me, I don't think I would be sitting here today. They poured into me, exposed me to things I hadn't considered, and helped me along my journey. They saw something in me that I didn't see in myself. That made a world of difference to me and I want to be that resource and support system, friend, and mentor to the young people coming through our doors.”

—TYVI SMALL

business school,” he says. College administrators also consistently recognized the value of diversity work and threw their support behind it. “Everyone stepped up and did what they needed to do.”

Former student Pamela Sanchez says she and other students thrived under Small's leadership. “He allows students to be vulnerable with him and comfortable with who they are and what they bring to the table,” Sanchez says. “He pushed me to figure out what I really wanted to do and was ready to help me reach those goals.”

Another former student, Derrick Thompson, recalls Small's gift for connecting with others. “He's able to talk easily to people of all ages and backgrounds,” Thompson says. “And his interest is genuine. He always followed up to see how I was doing, and to this day, we still stay in touch.”

In 2019, the University of Tennessee, Knoxville, named Small the permanent vice chancellor for diversity and engagement after his interim stint in the role. “Now I get to help foster a culture of inclusion and support throughout the campus,” says Small. “Ultimately, I want this to be a place where everyone knows they matter and they belong.” ●

Michel Ballings published “Predicting Self-Declared Movie Watching Behavior Using Facebook Data and Information-Fusion Sensitivity Analysis” in *Decision Sciences*.

Terry Higgins is now a lecturer in the department.

Sean Willems was a keynote speaker at the 2019 Velocity Conference and published in *Production and Operations Management*.

Kate Vitasek published “A New Approach to Contracts: A Better Way to Build Long-term Strategic Partnerships,” in the *Harvard Business Review*.

The Business Analytics Board and Corporate Partners met on campus in April.

Brian Stevens was promoted from lecturer to senior lecturer. Stevens also developed a new online teaching method.

BUSINESS ANALYTICS AND STATISTICS

UT placed No. 23 nationally in the 12th Rothkopf rankings for the BAS department's contributions to operations research practice literature.

Rankings



Hamparsum Bozdogan published in the *Journal of Statistical Computation and Simulation* and was invited to present at the INFORMS 2019 Business Analytics Conference in Austin, Texas, at INFORMS-2019 Healthcare Conference at MIT and at Dokuz Eylul University and Istanbul University in Turkey. Bozdogan also received an International Outreach Appreciation award from the dean of the faculty of Arts & Sciences and the department head of the statistics department of Dokuz Eylul University.



Matt Harris is now a tenured associate professor. Harris also published in the *International Economic Review*.

Kelly Hewett and **Michel Ballings** published in the *Journal of Marketing*.



Melissa Bowers published “Data Analytics Track Student Success” in *BizEd* and had a research article published in *Inform's Journal on Applied Analytics* with Kenneth Clark and Charles Noon. She also participated in the Fall 2019 Sports Analytics Conference. *Analytics Insight* published an extensive interview with Bowers in its July issue.

Wenjun Zhou was promoted from assistant professor to associate professor in 2018 and served as the artificial intelligence cluster chair at the INFORMS 2019 Annual Conference. Zhou also published in *INFORMS Journal on Computing*, *IEEE Transactions on Knowledge and Data Engineering*, *ACM Transactions on Knowledge Discovery from Data*, *IEEE Access*, and *Expert Systems with Applications*.

Paolo Letizia was named an associate editor for *Decision Sciences*, in the *Department of Socially Responsible Operations and the Circular Economy*. Letizia also received the Outstanding Work as a Reviewer award from *Production and Operations Management*. His article, “The Impact of Consumer Returns on the Multichannel Sales Strategies of Manufacturers,” published in *Production and Operations Management*, was recognized as a most-read article by the journal in 2019.

Allen Pannell presented research in a poster session at a Mayo Clinic-sponsored conference.



SCAN Health held its inaugural Ask The Experts webinar this summer, with Randy V. Bradley presenting on “Cyber Hygiene in Health Systems.”

THE *Gracious*
Leadership
OF SHARON
PRYSE



SHARON PRYSE (HCB, '72) personifies gracious leadership. Her ability to draw people together defines her success. Involved in many community organizations over the years, Pryse has become a professional and philanthropic pillar of East Tennessee while her successful investment firm, The Trust Company of Tennessee, employs a number of alumni from the Haslam College of Business.

To both business operations and nonprofit community work, she brings a desire to unite with others to solve problems. "One way she does that is by asking questions, even if she already knows the answers, just to get the conversation flowing," says Daniel Carter, president of The Trust Company and Pryse's longtime colleague. "It opens the door for others to speak and creates an atmosphere of collaboration."

Pryse gathers with friends and colleagues at her Knoxville home. Left to right: Raja Jubran, CEO, Denark Construction; Jim Haslam, founder and chairman of Pilot Flying J; Lisa New, president and CEO of Zoo Knoxville; Cassius Cash, superintendent of Great Smoky Mountain National Park; Cynthia Gibson, general counsel, Bush Brothers & Company; husband Joe Pryse.

Cultivating and enjoying a rose garden has been a love of Pryse's for 30 years. She and her husband Joe currently have 15 varieties of roses in their formal garden, which has been in place for 12 years.



Making MOVES

Pryse came to the University of Tennessee, Knoxville, as an education major, but soon shifted to business. Pursuing a lifelong interest in investments, she graduated with a degree in finance and took a job selling life insurance. “I had a good income, but when I observed some unethical practices, I decided to quit,” Pryse says. She then found a position in the trust department at Valley Fidelity Bank in Knoxville. “I made copies and filed letters at first,” she recalls, “but I earned more responsibility and stayed. The rest is history.”

With a positive atmosphere and motivated coworkers, Pryse thrived at Valley Fidelity Bank and worked hard to climb the ranks. She began doing allocations for retirement plans, balancing statements, and processing tax returns. Content with her progress, she was shocked when she found out that her brother, a recent law school graduate, was making more than twice as much as she was.

“I was mad, at him and at my parents for not pushing me harder,” she says. She wanted to be angry with her boss, too, but realized her pay was adequate for the work she was doing, and that she was on the career path she wanted. The somewhat painful moment was a growing experience.

“I learned to take responsibility for my own decisions,” Pryse says. “I had chosen to pursue finance, and I was happy with my job. I didn’t need to compare myself with someone else, and I realized that salary is not the only measurement of success.”

Eventually, Pryse became a senior vice president at Valley Fidelity Bank. Assuming that a management role in the bank’s holding company would likely involve a move to Washington, DC, Pryse contemplated a daring decision. She went to the mountains one weekend with her husband and talked about what it would be like if she left Valley and started her own company. Within a three-week period, she decided to take the plunge.

Building a BUSINESS

Pryse says her decision to start The Trust Company in 1987 wasn’t about being an entrepreneur or breaking free from the restrictions of working for someone else. “My boss at Valley had empowered me to make decisions and to lead,” she says. “I certainly didn’t feel restricted there.”

The decision centered on geography. Pryse wanted to live and work in Knoxville, and this was a way to make it happen. Initially, she didn’t give herself much time to think about success or failure. “I just kept my head down and made calls,” she says. “Often, the business we’d counted on didn’t come through. Things always worked out, but not in the ways we expected.”

Pryse’s initial time in operations at Valley Fidelity Bank served her well in the early years of The Trust Company. Her training proved invaluable as she started her business. “I understood what we were trying to accomplish because I’d done it before,” she says.

For the first several years, Pryse focused The Trust Company on retirement account management, but has expanded to include a number of additional services. Today, the company handles wealth management for individuals and families, endowments, 401Ks, and profit sharing plans, growing into the more traditional trust business.

Despite the growth of the company, which now manages \$3.8 billion in assets and employs 82 staff members between its three regional offices, Pryse’s approach to the business is centered on relationships. “Our business grew out of the way we take care of people,” she says, “and that’s still our goal.”

A Generous LEGACY

Pryse began volunteering in the community in the mid-1970s, and has never stopped. “Banks expect you to volunteer for things,” she says, “but I did it not just because it was expected, but because I enjoyed it.”

As a young professional, Pryse joined St. John’s Episcopal Church in Knoxville. The rector invited her to a meeting in his office with several local philanthropic leaders, including Jim Haslam, to talk about stewardship. “They spoke in dollar amounts, and every one of them gave away more than I made each year,” she says. “That made a deep impression on me.” While Pryse was at least 20 years younger than any of them, they treated her as a peer and became some of her most respected advisors and mentors.

“Sharon is amazing,” says Haslam, CEO and founder of Pilot Flying J and Pryse’s longtime friend. “She manages her time as well as anybody I’ve ever known. She’s built a remarkable business and has set a fine example of leadership in our community.”

Over the years, Pryse worked extensively with the Knoxville Chamber of Commerce, serving as chamber chair from 1999–2001. She also has served on a number of nonprofit boards, including Friends of the Smokies, United Way, the University of Tennessee Board of Trustees, and the Knoxville Symphony Orchestra. “Knoxville has been so good to me, and it’s my pleasure and honor to give back in any way I can,” she says. “That includes the university.”

Despite her full career, Pryse places a high priority on family time. She started a tradition of taking each grandchild on an international trip when they reach the age of 12. “They have to make an irrevocable decision by their eleventh birthday, and their parents must approve,” Pryse says. “My eldest grandson was interested in history, so he decided to go to England and see Stonehenge.”

Since then, Pryse’s travels with grandchildren—and a few young nieces and nephews—have taken her to Scotland, Costa Rica, Switzerland, Brazil, and Italy. “We’ve done everything from visiting the Globe Theatre to bass fishing on the Amazon River,” she says. “It’s a joy sharing those memories with them.”

Looking back, Pryse says she’s learned not to get caught up in the details and disappointments of life. “You have to keep moving forward,” she says, “Life is too full of good things to dwell on the opportunities that don’t work out. You have to stay positive and enjoy the people you meet along the way.” ●



AND PASSION PURPOSE

Fueling Entrepreneurship at Haslam



hematology specialist and serial entrepreneur in Nashville, Ralph Korpman has always had an entrepreneurial spark. That spark kindled into a flame as Korpman watched his son, Dillon, become involved with the Anderson Center for Entrepreneurship & Innovation (ACEI) as an undergraduate student at the Haslam College of Business. “He’s always been full of energy, churning with ideas for new products and services,” says Korpman. “Today, he’s running his own business full-time and doing well at it—thanks in large part to the ACEI and the personalized mentoring he received at Haslam.” It’s a spark Korpman hopes to help ignite in future Haslam students through his support of the Anderson Center and its staff.



INSPIRED TO INNOVATE

Dillon made an immediate impression on his instructor, Tom Graves, when he walked into a freshman entrepreneurship course. “He was persuasive, enthusiastic, and full of ideas,” Graves, distinguished lecturer and operations director of the Anderson Center, says. “He’s probably the most gifted promoter I’ve ever met.”

As part of the course, students were required to come up with a business idea. Dillon was already running a successful business marketing the services of local musicians to sororities and fraternities on campus. “Like a classic entrepreneur, he saw an opportunity that others missed,” says Graves, “and he was making decent money at it.”

The following year, Dillon approached Graves with a new idea, a safety alert smartphone app geared toward college students, called SafeSide. “I contacted the associate dean for student affairs, and they set up a meeting with the campus police chief,” Graves recalls. “Dillon presented his concept beautifully.”

By the time Dillon graduated in 2018 with a bachelor of science in business administration, he had started three successful businesses. While he continued to pursue them, he increasingly explored innovative ways to leverage social media.

Today, Dillon continues to focus on building his internet-based businesses. Meanwhile, his entrepreneurial interests have moved his father to get involved with the Anderson Center.

Korpman, with Tom Graves of the Anderson Center for Entrepreneurship and Innovation.

MOTIVATED TO PARTICIPATE

Impressed by the mentorship his son received from Tom Graves and others at Haslam, Ralph connected with Anderson Center leadership in 2014 and became a judge for the Boyd Venture Challenge, a business plan competition that focuses on students who already have businesses. “I have a lot of fun interacting with students and judging the competitions,” says Ralph. “It fuels my lifelong love for entrepreneurship.”

In 2019, Ralph designated a \$1 million united foundation gift to the Anderson Center. The funds will be utilized to help students travel to competitions outside the university, meet specialists in their business area, receive focused mentoring, and connect with potential investors. “We want to ensure that students who have good ideas have the financial backing to move forward,” says Ralph. “That means helping them catch the attention of those who can propel them to success.”

From Ralph’s perspective, the center represents a unique effort to provide mentorship for students. “By the time Dillon graduated, he was solidly grounded to go out and be a successful entrepreneur,” he says. “That’s a hard skill to teach, but the attention he received there and the amount of time that Graves and others spent to ensure his success is exceptional.”



Korpman visits with this year’s Entrepreneurial Scholar, Andy Swofford.

THE FUTURE OF ENTREPRENEURSHIP AT HASLAM

Korpman’s gift includes three endowments supporting: academic scholarships, student travel to out-of-town pitch competitions, and the entrepreneur-in-residence program. Entrepreneurs-in-residence bring real-world business coaching, mentoring, and connections to their student mentees and are key facilitators of the Anderson Center’s business accelerator program, which began in 2017.

The scholarship, carrying the title of Korpman Entrepreneurial Scholar, was awarded for the first time in 2019. “It went to a young man who started a profitable business keeping bees and making cosmetic products from the wax,” says Ralph. “It’s exciting to watch these innovative young people pursue their ideas.”

Ultimately, Ralph relishes the chance to support an endeavor that reflects his own passion for entrepreneurship. “You have to contribute to those things that are unique and deserving, and the Anderson Center is one of those,” he says. “They’re focusing on an area where they excel, and I am glad to be part of it.” ●

The Business Accelerator

Located inside the UT Research Foundation Business Incubator building, the ACEI Business Accelerator exists to help scalable businesses become investable. Staff members work to identify highly scalable and marketable student businesses, providing those students with priority mentorship and guidance.

“It’s a way to help our students understand and focus on what investors are looking for,” says Lynn Youngs, executive director of the Anderson Center. Student founders chosen for the ACEI Business Accelerator participate in personalized mentorship with the center’s entrepreneurs in residence. “Our primary goals, both for the accelerator and the center as a whole, are to develop student talent and connect them with those in the community and region who can help their businesses succeed.”

The Korpman foundation gift will support the ACEI Business Accelerator’s efforts to develop students’ businesses. “To us, Ralph represents the spirit of entrepreneurship we’re looking for,” says Youngs. “We’re confident there are others out there who, like him, want to support these young entrepreneurs’ efforts.”



MYRACLE CROSS

Connected to the Community

Always strong in math, Myracle Cross followed her older sister's academic path to the master's of accountancy program at the Haslam College of Business. She thrived academically, but struggled with being away from family and friends back in Chattanooga.

"I was homesick," she recalls. "One day I decided that being alone was making things worse, so I decided to go out and talk to people." By pushing herself to find community, Cross connected with several individuals who became close friends and mentors. "Making those connections has kept me here and helped me grow."

Once Cross started to connect, she didn't look back. As a freshman, she was part of the Venture Living & Learning Community. "Venture encouraged us to pursue service opportunities, and through that I began volunteering at the Humane Society of the Tennessee Valley," she

says. "It was a fun experience, and motivated me to adopt a puppy of my own a few years later." She also joined the local chapter of the National Association of Black Accountants and held several offices, including president, during her undergraduate years. In addition, Cross became an ambassador for the university's Clay and Debbie Jones Center for Leadership and Service.

"Myracle is a focused and dedicated student who hasn't let anything deter her from her educational goals," says Tyvi Small, former executive director for talent management, diversity, and community relations at Haslam and one of Cross's mentors. "She embodies the volunteer spirit, and I'm extremely proud of her."

Cross plans to graduate in spring 2020, and has already accepted a risk advisory position at RSM, a consulting firm in Charlotte, N.C. She hopes to stay there for the next several years and pursue a senior management role. "Eventually, I'd love to work outside the United States for a while," she says. "Starting a family and getting another dog are also high on the list." Long term, Cross's dreams include investing in several entrepreneurial ventures, buying a farm, and adopting rescued animals.

No matter what the future holds, Cross says she's thankful for this time at Haslam and the community she's built here. "Relationships are a priority for me," she says. "Wherever you go, it's important to find your people, and I've found mine here in the accounting department." ●

Dream Big Awards Coonhound Camping, created and owned by Dalton Maddox, Jeremy Piper (both supply chain majors), Michael Richards (accounting), and Chris Mikulec (geography), was a finalist in the US Chamber of Commerce Dream Big Awards for Young Entrepreneur Achievement and Community Excellence.

COLLEGE WIDE



PUBLIC

Undergraduate Business Program

Rankings

BUSINESS ANALYTICS AND STATISTICS



\$10K
 Sofia Tomov's **Gardian Labs** took third place and \$10,000 in the 36|86: Student Edition Pitch Competition.

AEROSPACE & DEFENSE MBA



Lazarus and Starck

Thirty-five **ADMB** students visited Elbit System's headquarters in Fort Worth, Texas.

The ADMBA program also awarded two new scholarships in 2019 to **Joshua Lazarus** and **Katherine "Katie" Starck**.



ANDERSON CENTER FOR ENTREPRENEURSHIP AND INNOVATION

In the fall 2019 Vol Court Pitch Competition, **YouEat**, a mobile application developed by **Ashley Chen** and **Frank Gao**, won first place. The app, nicknamed "Yeat" by Chen and Gao, allows users to interface during the ordering process, adding to open orders to combine delivery or order pick-up. Chen and Gao's first-place prize includes \$1,500 from Red Stag Fulfillment, office space in the UT Research Foundation Business Incubator, consulting services courtesy of PYA, legal advice from Morehous Legal Group, design services from Innovative Design Inc., and web design services from Make Me Modern.

Second place went to **Andrew Swafford** for **Andy's Beekeeping, LLC**, a business providing all-natural honey and beeswax products. Swafford received \$1,000, office space in the UTRF Business Incubator, legal advice from Morehous Legal Group, and design services from Innovative Design, Inc.

Third place winner **Joshua Cook's The Half Windsor** provides premium-quality bespoke suits and custom shirts. Cook received \$500, legal advice from Morehous Legal Group, and design services from Innovative Design Inc.

Vol Court is hosted by the Anderson Center.





40,000 SERVICE HOURS

The first Haslam Volunteer Impact recognition ceremony honored 29 students who have performed at least 160 hours of community service. All told, more than 1,000 Haslam students completed some 40,000 hours of community service since the program's inception last fall.



Engagement Fair The fall 2019 Student Engagement Fair and Open House created more than 3,362 touch-points with Haslam student organizations and office open houses.

CENTER FOR STUDENT ENGAGEMENT



The Haslam College of Business welcomed approximately 500 incoming students at **Haslam Connects** during the university's Welcome Week programming.

As part of the **Haslam Network** two-year mentoring program, 75 first-year students and juniors were paired. These duos were then matched with members of the Haslam Young Alumni Board.

Ten new students were selected to serve on the college's student advisory council, including:

- Jessica Thomas
- Noah Smith
- Luke Tyler
- Cassady Smith
- Robert Oberholtzer
- Jamie King
- Evan Fallin
- Isaac Sheets
- Taylor Boyer
- Allison Munro

Roughly 1,190 first-year students, 95 student facilitators, and 65 faculty/staff attended Haslam Engaged, the college's annual freshmen welcome event, to celebrate the Class of 2023 joining the college.



CULLEN BERNAL

A Passion for Numbers

Cullen Bernal's energy and enthusiasm found a home at the Haslam College of Business.

A junior in finance with an information management collateral, Bernal grew up in Charlotte, N.C., and immediately fell in love with the University of Tennessee, Knoxville, on a campus visit a few years ago. "The people, the hospitality, and the atmosphere drew me in," he says. "Right away, I knew I'd love it here."

After starting his college career in another program, Bernal redirected his sights toward the Haslam College of Business. The Masters Investment Learning Center (MILC) is part of what pulled him toward the college. "It's just my type of atmosphere, with numbers on the board all the time and a constant stream of information," he says. "I used to walk by and wish I could work there."

This year, he's living that dream. As an intern at the MILC, Bernal relishes the opportunity to bring together skills he's learning across several courses in finance. "It's a great learning tool if you're hoping to get a whole grasp of business," he says. "A lot of the functions I use on Bloomberg involve income, balance, and reporting statements, and I'd like to get a job in finance where I'm able to utilize those."

As a sophomore, Bernal participated in the Disney College Program while maintaining a full college course load. The company's emphasis on customer service made an impact on him, and it's something he's brought back to Haslam by creating UTKnow.



"I realized we didn't have a student organization specifically focused on customer service, and it's an issue that affects every type of business," Bernal says. UTKnow meets biweekly to share presentations and host guest speakers from participating companies. "We've had some great success in our first semester, with a lot of student interest and several speakers from well-known corporate partners."

Following graduation in 2021, Bernal hopes to work at a company that combines an engaging atmosphere, positive coworkers, and teamwork-driven goals. "Once I find my passion within finance, I want to go back and get a masters' or an MBA." ●



TAKEOFF PROGRAM

HELPING FRESHMEN TAKE FLIGHT

The Haslam College of Business, home to more first-generation college students than most business schools, works to support this unique population with what they require to succeed. Introduced in 2017, the TakeOff program gives first-gen students targeted guidance as they transition to the university and the business school in particular.

“The main goal is simply to help first-generation freshmen take off in business and in life,” says Russell Crook, First Horizon Foundation Professor and Cheryl Massingale Faculty Fellow at Haslam. “In the process, we hope to gain more prepared and satisfied students and contribute to the university’s 90 percent retention goal.”

Led by director Pamela Sanchez (HCB '16), TakeOff provides students with a smaller cohort, built-in peer mentors, and financial incentives for completing the program. Students also participate in professional development workshops, seminars, and onsite visits to local companies.

MAKING CONNECTIONS

Every TakeOff student joins a customized version of BUAD 100, the freshman business course,

that’s significantly smaller than regular sections. These cohorts of 20 students or less result in deeper interactions and more dynamic classroom conversations, and provide a chance for students to start connecting with each other and the Haslam faculty.

Freshman Braxton Anderson, who plans to major in marketing with a collateral in international business, says guest speakers from large companies have provided the group with connections and job opportunities he didn’t expect to make as a freshmen. “For me, getting more connected with people and networking have been the best aspects of this program,” he says. As a part of BUAD 100, Anderson’s cohort took a field trip to Bush Brothers & Company. “We got to see how the majors offered at Haslam work in a real business situation,” says Anderson. “That really made an impact on me.”

Throughout their time in the program, TakeOff students also benefit from opportunities to spend time with Haslam faculty and graduate students and get to know the college—an empowering combination of connections that sets them up for success.

PREPARED PROFESSIONALS

TakeOff includes an emphasis on basic professional abilities, from business soft skills to résumé design. Students develop an elevator pitch, participate in self-assessments to identify their top skills, and engage in a four-course dinner to learn rules of etiquette.

“In many ways, the program helped me feel more prepared than my peers because of the things we did,” says Lailah Blackwell, a junior in finance with a supply chain collateral. “We participated in a lot of scenarios and role playing, and got an early introduction to business ethics.” Blackwell also took the opportunity to connect with a mentor, whom she still meets with today. “TakeOff was a really cool experience for me, and I hope to volunteer as a peer mentor for next year’s freshman class.”

Crook believes the TakeOff program is making a tangible, lasting difference in students’ lives. “The retention numbers provide evidence of that,” he says. “Over the past few years, I’ve been very fortunate to meet these young men and women and, I hope, make the university feel just a little bit smaller.” ●

Two UT Society for Human Resource Management (SHRM) teams won first and second place in the business games competition at State SHRM in Chattanooga this fall. This is the fifth year out of the last seven that UT has won regional or state competitions.

HUMAN RESOURCE MANAGEMENT



Graduate student **Amy Lasater** won the **Goddard Scholarship** at the state SHRM games.

DIVERSITY AND OUTREACH



The Office of Diversity and Community Relations hosted the third annual **Women in Business, Entrepreneurship, and Leadership Summit**.

FINANCE

Connor Kasten, a PhD student in finance, received an American Finance Association travel grant, which is awarded to PhD students who show professional promise.



During her time at Haslam, **Lia Winter** was awarded \$30,000 from the Anderson Center for Entrepreneurship and Innovation to fund her medical device startup.

MBA

PHYSICIANS EXECUTIVE MBA

Kenneth Strachan, physician and member of the 2019 PEMBA class, is a native of the Bahamas, where his father also is a doctor. With the help of his PEMBA classmates, Strachan raised funds to pay for six generators during the Hurricane Dorian relief effort in the Bahamas.



Haslam's Office of Diversity and Community Relations hosted a trip to North Carolina to allow students a view of day-to-day business activities at several organizations and corporations.





STERCO

THE SOUTH'S
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LEIGH BURCH

Recreating History

Leigh Burch (HCB, '79, '81) jumps into things. From real estate and later the revitalization of downtown Knoxville, the East Tennessee native says much of his success has centered around moving forward with passion. "I always felt like there was nothing I couldn't do," Burch says.

LAUNCHING A CAREER

After attending the Haslam College of Business and falling in love with economics during his freshman year, he pursued a bachelor's and master's degree in the discipline. He and his can-do attitude came up against a major challenge as he finished his time at the business school in the midst of a recession. He moved to Atlanta to take a job as a buyer at a department store. "I worked a second job on the weekends," he says. "That rough start to my career made me very hungry and humble."

His supervisor at the store had previously worked for IBM. "He took me under his wing and bought me one of the very first personal computers," Burch recalls. "I knew it would be an incredible tool to further my career."

After two years of an intense work schedule, Burch saw an announcement about a real estate development project in downtown Atlanta by the Portman Companies. "They were the largest and most reputable development company in Atlanta," he says. "When I called them and said I had an economics degree and knew how to use a PC, they asked me to come in."

The Portman Companies offered Burch a job that set him on a course for success. While he didn't have a background in real estate, he applied his economics training and affinity for computers to become the "deal guy," running numbers and sitting at the table with high-profile clients. "I mastered the computer and took part in negotiations for a lot of really exciting projects all over the world, from Shanghai to New York," he says. "My real estate career was launched."

DOWNTOWN KNOXVILLE'S REBIRTH

In 1996, Burch started Terminus Real Estate, which quickly became the most active commercial real estate firm in downtown Atlanta.

With family still in East Tennessee, Burch traveled back to Knoxville regularly. On a visit in 1998, he took a walk downtown and saw potential. "Downtown Knoxville was loaded with really cool, empty historic buildings, and virtually all of them were for sale," he says. "It was ripe for redevelopment."

Burch decided to purchase the Sterchi Building, constructed in 1925, and convert it into 100 loft-style units. The Sterchi Lofts project proved not only successful, but continues to serve as a blueprint in urban revitalization and residential development. It sparked a new era in rapid growth for downtown Knoxville. Burch himself says he underestimated just how fast it would catch on. Since then, his company has worked on a number of other downtown projects, including the Walnut Building and Lerner Lofts.

Buzz Goss, president of Marble Alley Development, has worked with Burch for more than 20 years on a variety of such projects. "Leigh's success comes from hard work and self-motivation," Goss says. "He's driven to succeed without taking from others."

"Leigh draws from extensive real estate knowledge," says Alvin Nance, executive director at Knoxville's Community Development Corporation. "He enjoys challenges and finds innovative ways to meet market demand."

Burch, who has taught economics courses at several universities over the years, recently created a faculty endowment in Haslam's Department of Economics. "My education at Haslam left me with all the confidence that I needed to sit at the table with some of the smartest people in the business world," he says. "I hope my gift will spark other alumni to realize how many fantastic opportunities our education has given us." ●

Donors



THE DEAN'S CIRCLE

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

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 Jeffrey D. & Sena Longmire
 Jim Daigle & Zanda J. Lynn
 Kanwal Mahal & Diane Alpaio
 Stephen L. & Troba Mangum
 James C. & Charlotte Maples
 P.J. & Danielle R. Martin
 Michael T. Strickland
 Joseph T. Martini Jr.
 Shelley C. Mayfield
 Joseph D. & Penny W. McDonald
 Robert C. & Ann McMahan
 Bob W. & Stacy A. Mertz
 J. Todd Metcalf
 Matthew D. Miller
 Harry F. & Suzanne M. Miller Jr.
 Sean C. Monaghan
 Brent A. & Melissa A. Moore
 Karen J. Moore
 Michael J. Musso
 Alan J. & Jules Natowitz
 George C. & Carolyn J. Newcomer Jr.
 Gerald T. & Terri Niedert
 Jerald A. & Kimberly M. Nine Jr.
 Steven A. & Amy F. Noland
 Samuel H. & Cheryl F. Oakley
 Brian W. O'Rourke
 Perry & Elaine Ozburn Jr.
 Scott Parish
 Mitchell T. & Chris F. Parrott
 Charles W. & Carolyn Pearson III
 Gary Peck
 David P. Perrot
 Ryan S. & Megan P. Peters
 Pilot Flying J
 William E. & Pamela C. Pinkston
 Pinnacle Financial Partners
 Phillip S. & Kathy J. Piper
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 Rob N. Power III & Kai-yan Lee
 Donald B. & Nancy O. Preston
 Pugh CPAs
 PYA
 Michael K. & Julia P. Rafter
 Brad J. Ranly
 Edith S. Rayford
 S. Seth & Loren L. Reagan
 Michael J. & Shannon Reeves
 Joel E. & Melissa D. Reeves Jr.
 Regal Entertainment Group
 Regions Bank

Wesley & Katie Rich
 Jon G. & Mintha E. Roach
 Jack B. & Anne M. Robbins
 Ronny R. & Marta Roberts
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 Robert C. & Jena Salmon
 M. James & Susan A. Sayrs
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 Virgil H. Stephens
 Randolph B. Stephenson
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 Randy & Judi V. Tomkins
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 VACO
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 Dwight H. & Shelia Van Inwegen
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 Paul A. & Lori Vetter
 Karen Walters
 Brian D. & Bonnie D. Wantling
 John L. & Jean H. Wernicki
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 Timothy W. & Amy Williams
 Mark E. Willoughby
 James M. & Nadine C. Woodall
 Joseph T. & Suzanne Wyrick
 Douglas A. & Sara B. Yoakley
 Morgan M. Zook

*Deans Circle Calendar Year 2019

GLOCKER
 SOCIETY
 HASLAM COLLEGE OF BUSINESS

THE GLOCKER SOCIETY

The University of Tennessee, Knoxville, must have seemed an unlikely choice for Theodore Glocker

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

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

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

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

The Anderson Family
 Anonymous
 BB&T
 John H. Boll
 Randy & Jenny Boyd
 Charles W. & Candy Ergen
 John W. & Janice B. Fisher
 Bill & Crissy Haslam
 Jimmy & Dee Haslam
 James A. & Natalie L. Haslam II
 Dennis & Jennie Hendrix
 Home Federal Bank of Tennessee
 Christopher P. & Donna G. Kinney
 Michael W. & Suzanne S. Masters
 Regal Foundation
 King W. & Judy P. Rogers III
 David Stevens
 William B. Stokely Jr. Foundation
 R. Andrew Taylor

*This list reflects members as of December 31, 2019



THE ARCHWAY SOCIETY

Throughout the history of UT's Haslam College of Business, the arches of the business building have

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

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

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

AAA Cooper Transportation
 Buddy & Donna Adams
 Family & Friends of Casey Adams
 Rodney & Molly Adams
 F. Whit Addicks
 Frank M. Addicks
 Mary H. Allen
 W. Mark Allen
 Howard B. & Wendy C. Allenberg
 American Society of Women Accountants, Knoxville Chapter #92
 Amway Corporation
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 Glenn & Suzanne Andrews
 AT&T Company
 James H. Atchley
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 Jim Baker
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 Jennifer Banner
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 R. Stewart Bartley
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 The Berklene Corporation
 Len & Laura Berlik
 James & Patricia Bernal
 Mike & Nancy Berry
 Bible Harris Smith P.C.
 Raymond E. & Barbara I. Bible
 Don C. Birdwell Jr.

HASLAM CONNECTS

Today's Business Students, Tomorrow's Business Leaders



Haslam Connects engages thousands of business students throughout the year with special events endorsed by corporate partners. 21st Mortgage, Eastman, Kenco Logistics, and PYA invested all of the resources for the 2019-2020 academic year with six giveaways, from t-shirts to coffee pop-up shops. Representatives from each corporate partner were on hand at the events to meet Haslam's best and brightest students. Meanwhile, faculty and staff distributed thousands of branded items.





REGIONS BANK

The Gift of Financial Wellness



Knowing that financial literacy should be an essential skill for every member of a community, Regions Bank recently committed to making it a reality for more students. The bank's \$25,000 gift benefits a growing summer program for high school students at the Haslam College of Business with this goal in mind.

A residential program designed to introduce diverse high school students to the field of business and related careers, Business Education for Talented Students (BETS) has hosted more than 300 high school students from eight states since its inception in 2008. The program targets underrepresented high school seniors from across the

region that meet specific academic and leadership standards. Students selected to participate receive room and board, meals, books, and other supplies during their 12-day stay on campus. The program boasts a strong correlation with success, with 41 percent of its participants going on to attend the University of Tennessee, Knoxville, thus far.

Supporting the program was a natural fit for Regions Bank. "Our main pillars of giving are economic community development, financial wellness, and education, with a focus on workforce development," Rob Stivers, market executive at Regions in Knoxville, says. "This project meshes well with those goals and allows us to bring our strengths to the table."



DATE 08/26/2019

College of Business

dollars $\frac{\infty}{100}$ \$25,000.⁰⁰

Regions Bank

DEVELOPING KEY LIFE SKILLS

Today's high school students face a confusing landscape of college applications and student loans if they want to pursue higher education. For first-generation students or those without financial help from family members, the prospect can be overwhelming.

BETS has always brought students to campus with the goal of acclimating them to the university environment and encouraging them to pursue further education. Now, the program is adding an additional component. "With the Regions gift, we're extending by two days to include a longer section on financial literacy," says Tracie Woidtke, finance department head and David E. Sharp/Home Federal Bank Professor in Banking

& Finance. "The new materials will cover the basics of personal finance as well as how to fund college. Students will learn how to evaluate financial aid opportunities with long-term goals in mind."

From budgeting skills to credit scores, the new modules will prepare students to tackle the financial decisions they will encounter as adults. The Department of Finance faculty has developed a personal finance course that they plan to adapt for the program. "We're hoping to develop more online modules that can be used in BETS and other settings," says Woidtke. "Ultimately, we want students to come away with a clear view of the types of financial aid available and how to use them in a healthy way. These are important life skills."

A GIFT TO THE COMMUNITY

Financial health is a key factor in overall wellness. "When we help people with their financial decisions, we can reduce a lot of stress throughout our community," says Stivers, "and if young people start early, they'll build good habits that will stay with them for life."

Leaders at Regions Bank recognize the importance of giving their time and expertise in addition to funding the program. "Our associates are committed to remaining a part of this program," Stivers says. "We have a lot of Haslam alumni among us, and we want to maintain those close connections to the college. By impacting the next generation, we are investing in our future workforce and in our entire community." ●

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 Blaise & Pollyanna Burch
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 James C. & Marsha S. Foxworthy
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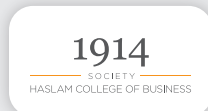
Douglas A. & Brenda Horne
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 Brenda G. Lawson
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 Lynn Massingale
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 Wade McGregor
 Jack B. McKamey
 Janet McKinley

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 J. Tom & Brenda Mentzer
 Dan & Amy Miles
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 Margie Miller
 Timothy Miller
 Virginia Sliger Milligan
 Jack & Trish Mills
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 Fulton Beverly Moore Jr.
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 C. Warren & Annelle Neel
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 Gerald T. Niedert
 Jerald A. and Kimberly M. Nine Jr.
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 F. Perry Ozburn Jr.
 John Wallace Page
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 Kenneth W. & Wanda N. Patton
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 J. Thomas & Suzanne Perry
 Richard & Debbie Perry
 Edward V. Pershing
 David Peters
 John Platillero
 Joseph D. Porter
 Norman H. Post
 Greg & Kimberly Ponders
 Patricia Pratt
 Provident Life and Accident Insurance Company
 Sharon Miller Pryse
 Will J. Pugh
 Will J. Pugh Jr.
 Pugh CPAs
 Family & Friends of Will J. Pugh
 The Quaker Oats Company
 Tom & Kim Quillen
 David & Sharon Ramsey
 Jerry & Suzanne Ratledge
 Howard W. Ray
 W. Harold Read
 Martha Butler Rector
 William & Carole Reeves
 Regal Entertainment Group Foundation
 Regions Bank

Reliance Water Heater Company
S. Herbert Rhea
Jon G. & Mintha E. Roach
Worrick G. Robinson IV
Martin L. & Carol Fri Robinson
Scott & Dianna Roe
King W. & Judy P. Rogers III
William T. & Gayle M. Rogers
Gary & Donna Rose
Michael D. Rose
Brett W. Rousch
Charles S. Runnion Jr.
Ali Safavi
Kim Salmons
Sampson Enterprises
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Dane & Meg Scism
Jim & Laurie Seabury
Aileen Seilaz
Scott A. & Kathy W. Selbach
David G. & Swannee Sexton
Eugene T. Seymour
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Jimmy R. & Billie M. Shelby
Howard W. (Bud) & Barbar Sherrod
Stewart G. & Ann T. Siewert
Toby C. & Betsy Silberman
Barrett & Betsy Simonis
Taylor & Jean Simonton
A. Dean & Ann H. Skadberg
Frederick S. Slagle
Eva DiAnne Smith
Greg & Lisa Smith
James F. Smith Jr.
Orville N. Smith
Randall E. Smith
Richard A. & Ann S. Smith
Thomas S. Smith
David M. Snapp
Southern Company
David H. Stacey III
Stage Stores Inc.
Andrew H. & Emily B. Stallings
Doug Standifer
Jeanne P. Martinson Statham
David & Deborah Stevens
William B. Stokely III
William B. Stokely Jr. Foundation
John A. Stout
Ron Suedekum
Joseph W. Sullivan III
SunTrust Bank of East Tennessee
Michael & Rebecca Sutton
R. Andrew Taylor
Sharon M. Taylor
Tennessee Executive Development
Program Alumni
Tetra Recycling
Third National Bank
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Karen Trent
Mary Trotter
Rick & Toni Turner
William L. Vallett Jr.
Arthur Van Buren
Bill & Jo-Ann Vandergriff
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Frank Venable
A.L. Viles
Kate Vitasek
George A. Wagoner
Friends of James W. Wansley
James W. & Candy P. Wansley

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James C. & Corinne P. Ward III
William Way
Alan R. Whitman
Bill & Kay Whitman
Friends of Jan R. Williams
Rod & Karen Williams
Tim & Amy Williams
Willis Corroon Corporation
of Tennessee
Jack Willis
Kenneth L. & Shari Wills
Alan D. & Wendy R. Wilson
Edward E. & Anne A. Wilson
John Q. & Wanda W. Wisecarver
Ronald H. Wolf
H. Pat Wood
Neville J. Woods
Elise Roby Yanders

*This list reflects members as of
December 31, 2019



THE 1914 SOCIETY

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

1914 Society members reflect the values of the founders of the college, and understand the importance of continuing that legacy. Members show their commitment through bequests, charitable remainder trusts, charitable gift annuities, life insurance gifts, or retirement beneficiary designations.

John G. & Donna Adams Jr.
Robert N. Andrews
Anonymous
Martha Arnold
Dan B. Ashby
Jonathan C. Bailey
John V. Barker
Jeff & Denise Barlow
Alvin G. & Sally M. Beaman
Raymond L. Bell
Steven P. Birdwell
Edward J. & Carolyn P. Boling
John Boll
Randal D. & Jenny H. Boyd

DONOR IMPACT

Scholarship Signing Day



On September 23 and 24, more than 400 Haslam scholarship recipients participated in the college's inaugural Scholarship Signing Day, signing letters of gratitude for their scholarship donors. More than 650 alumni and friends who donated to Haslam scholarship funds received the letters in October. The event demonstrated the impact of private support for the students, many of whom were surprised to see friends and classmates while stopping by to give their best "John Hancock." The event is one of many programs within the Haslam College of Business that helps instill a culture of philanthropy and gratitude among business students.

NEWLY ESTABLISHED ENDOWMENTS

**Jeff and Jacqueline Abbott
Global Leadership Scholars
Endowed Scholars**

**Taylor A. Boyer GLS Scholarship
Endowment**

**DHG Accounting Professorship
Endowment**

**Donald N. Edmands Scholarship
Endowment**

**Laura Estelle Frazier Scholarship
Endowment**

**Lee and Allison Herring Endowed
Teaching Fellowship in Marketing**

**John & Johanna McCormick
Scholarship Endowment**

**F. Perry and Elaine Ozburn
Fellowship Endowment**

Plewniak Family Endowment

**Wesley W. Pritchard Memorial
Scholarship Endowment**

**Mark L. Venrick Scholarship
Endowment**

**John David Vetter Sr. Endowed
Business Scholarship**

**George A. Wagoner MAcc Fellowship
Endowment**

**James P. Waggoner Family
Scholarship Endowment**

**James C. III & Corinne P. Ward
Family Supply Chain Management
Endowment**

*List current as of December 31, 2019

Charles W. & Sherry Brinkley Jr.
Shirley Pih Broadbery
Steve & Jill Brown
Don & Joan Bruce
Harry J. Bruce
Robert L. Bryan & Delores Lyons
Cameron Burnette
Andrew Burns
Dave & Penny Carver
Paul A. & Beverly Castagna
William R. Clark
David D. Coleman
Henry J. "Jerry" Collins
John C. Compton
Scott V. & Julie C. Cooper
Samuel L. Coulter
Joe R. Crafton Jr.
L. Michael & Carolyn B. Cuddy
Dale & LaVerne Culbertson
Thomas & Rachael Desmond
Donald N. Edmands
Anne-Todd Eisner
Kenneth L. & Gina R. Evans Jr.
Don & Sandra Fancher
Larry W. Felts
Bruce D. Fisher
John W. & Janice B. Fisher
Ron D. Ford
Roberta J. Fox
Donald W. & Suzanne H. Freeman
Phillip & Jinny Furlong
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Edward D. Gray Jr.
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F. Reed & Kathrine Hayes
E. Jane Hazlewood
Robert Z. Hensley
Georgia Hobb
Regina Holt
Frances B. Houston
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Stan & Teresa Hurt
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Lynn C. Johnson
H. Russell & Florence L. Johnston Jr.
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Ben S. & Margaret Kimbrough Sr.
Michael A. Koban Jr.
Steve & Cindy Kroeger
Jeffrey & Shannon Land
Chris & Quinita LaPorte
Ron E. & Carolyn B. Lawrence
Fred R. & Sharon Lawson
William E. & Pamela R. Lee
Ed Lester
Carl F. & Mary L. Maples Sr.
A. David & Sandra L. Martin
Larry B. & Jane H. Martin
Whitney Johns Martin
Janet L. McKinley
Robert C. & Judy McMahan
Scott D. McWilliams
George & Margaret Melton
Gregory H. Meyer
David & Sien Moon
Roger M. Moore Sr.

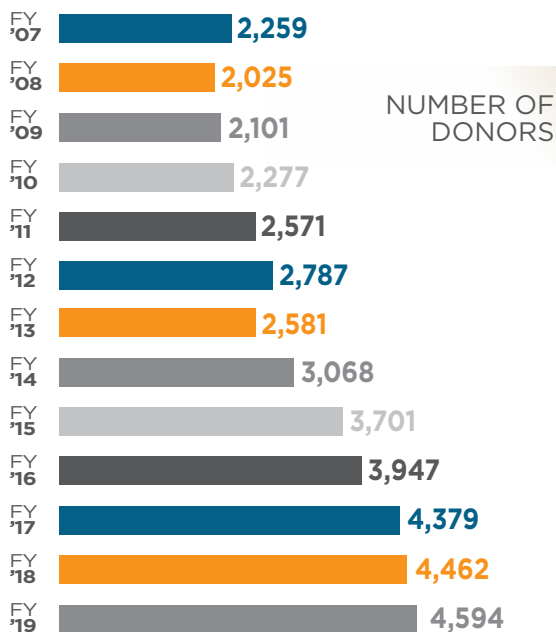
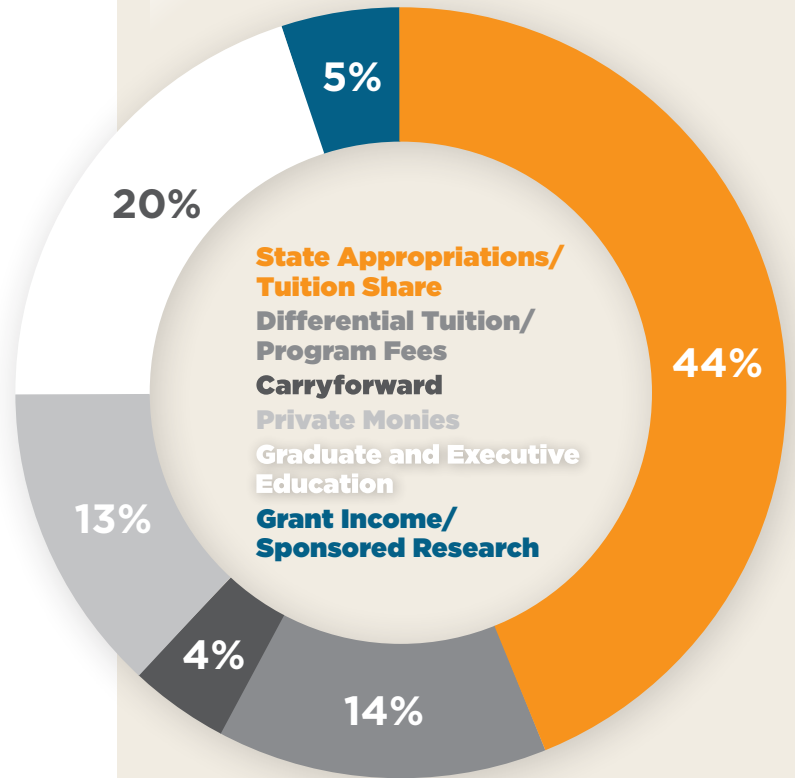
Charles W. & Sherry R. Morgan
Michael B. Mulcahy
Ray Scott & Joan Stroud Myatt Jr.
Pamela C. Neal
Terry L. & Robin A. Neal
Gordon H. & Camoline D. Newman
James & Kathy Newsome III
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Ed & Karen Pershing
Johnny & Kimberly S. Pitts
Patricia D. Postma
Gary Pratt
Will J. Pugh
Jerry & Suzanne Ratledge
Richard B. Ray Jr.
Richard E. & Ann P. Ray
W. Harold & Elizabeth Robinson Read
S. Seth & Loren L. Reagan
Martha Butler Rector
William & Carole Reeves
Jon G. & Mintha E. Roach
Martin L. & Carol Fri Robinson
King W. & Judy P. Rogers III
Brett W. Rousch
Louis C. & Sherlene C. Schumacher
Charles G. Seay
Scott & Kathy Selbach
James B. Selleh
Bill H. Sims Jr.
A. Dean & Ann H. Skadberg Sr.
Sarah Ellen Skinner
Fred W. & Lynn H. Smith III
Greg & Lisa Smith
Randall E. Smith
David Snapp
Aaron J. Snyder
George A. Spiva Jr.
Douglas L. Standifer
Connie Dorrrough Steinmetz
David & Deborah Stevens
Robert S. Talbott
Herman J. Tallman
W. Kirk Taylor
Joe P. & Sheryl S. Teague
B. Ray Thompson
J. Neal & Cathy Townsend
James H. & Connie P. Vavalides
Mark & Lynn Venrick
Charles A. & Nancy G. Wagner
James W. & Candy P. Wansley
James C. & Corinne Ward III
Paul Warren
William Way
Charles R. West
Bill & Kay Whitman
Jan R. & Elaine Williams
Kenneth L. & Shari Wills
Mike & Nadine Woodall
Lynn & Liz Youngs
Morgan M. & Kathryn Zook

*This list reflects members as of December 31, 2019

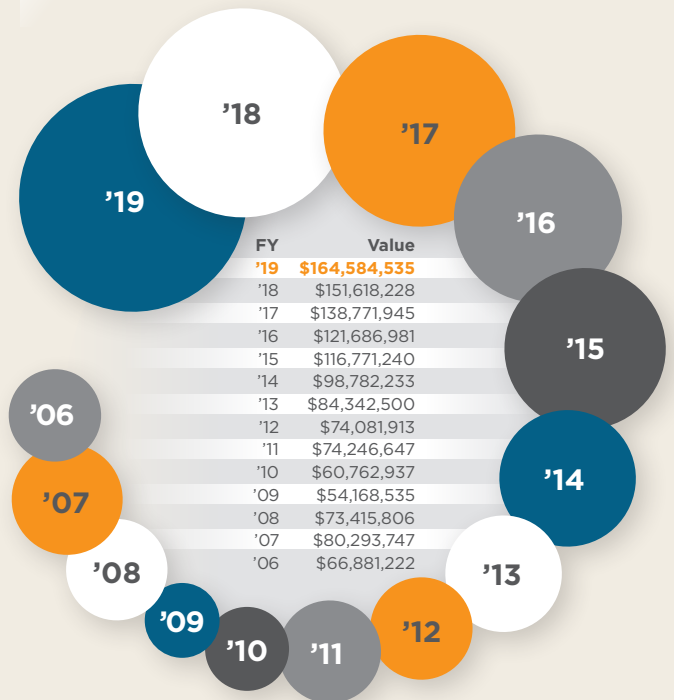
Sources of Funds

Providing the best student focused, academic support to our students starts with maintaining a great faculty. This past year, with the support of our donors and campus leadership, we embarked on a 5 year plan to add 25 net new tenure line faculty. Graduate and Executive Education continues to make positive impacts on our community and launched our first new fully online programs to add to the portfolio of graduate degrees already offered. The revenues continue to grow and be reinvested into the infrastructure and support of our student experience. Private philanthropy remains an important funding source allowing the college to implement new programming, expand current offerings, and support our students in their time here at the Haslam College of Business. Increasing private philanthropy, launching successful new programs that attract additional students, and controlling our costs are always important, and particularly so as we strive to slow the increase in tuition levels given the economic realities facing our students and their families. ●

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MARKET VALUE OF ENDOWMENT





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EXIT



Left to right:
Jerry Bostelman,
Dena vonWerssowetz,
and Larry Carroll,
were honored at
this year's gala.

2019 ALUMNI GALA

THE ELEVENTH ANNUAL alumni awards gala brought together almost 400 students, staff, faculty, and alumni in the University of Tennessee, Knoxville Student Union, Pilot Flying J Ballroom Friday, November 1st. The evening recognized three alumni and one corporation for outstanding contributions to the college and to business in the state.

The gala, benefitting the College Fund for the Haslam College of Business, began with a cocktail reception. Larry Carroll was honored as the college's 2019 Distinguished Alum. Jerry Bostelman received the Entrepreneur of the Year award. FedEx was recognized as Outstanding Corporate Partner, and Dena vonWerssowetz was named Outstanding Young Alum.



Top picture, left to right: Judy and King Rogers; Dena and Arthur "Von" vonWerssowetz; Diana Mitchell; Amy Cathey.

OUTSTANDING YOUNG ALUMNI AWARD



TWO THREADS INTERWEAVE through Dena vonWerssowetz's (HCB, '07, '09) academic and professional careers: Pursuing her passions and paying it forward for others to do likewise. Growing up in Tennessee, she was a fan of University of Tennessee sports, especially Lady Vols basketball. Although other colleges offered her sports scholarships, she followed her passion to UT.

"When I was growing up, I always knew I wanted to come here," she says.

Meriting the King Rogers Jr. Scholarship helped pay her way at UT. The scholarship was the kind of gesture that vonWerssowetz knew, when it was within her means, she would one day pay forward.

vonWerssowetz obtained a bachelor's in finance, but she was keen to do more: "I went back to school knowing that I wanted to do marketing and get closer to the consumer," she explains.

As an undergrad, she met John Compton (HCB, '83), then president of PepsiCo (currently UT Board of Trustees chairman). When vonWerssowetz got her MBA, Compton, familiar with her zest for consumer products, offered her a job.

"He's why I came to PepsiCo," she says. "I pinch myself sometimes, because now I have a career where I love coming to work, and I have the opportunity to work on the best brands in CPG."

In her job, vonWerssowetz also pays it forward for others by helping Haslam students prepare for life after college. She enjoys coming back to campus to speak to students, and she looks at UT as a source of talent for PepsiCo.

"Talented UT students have come into our marketing and sales organization and have been very successful," she says.

vonWerssowetz has held many high-profile roles since joining Frito-Lay (a member of PepsiCo's family of companies), including leading the Doritos "Crash the Super Bowl" campaign and innovation for Lay's "Do Us A Flavor" and Lay's Poppables.

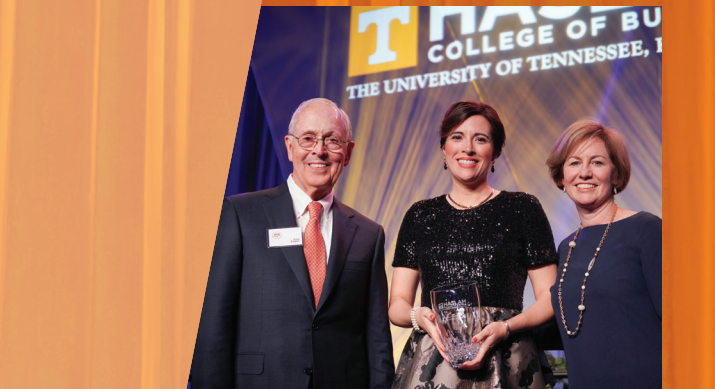
In her current role as senior director of marketing for PepsiCo Foodservice, she leads marketing and innovation for key channels like restaurants, cinemas, theme parks and stadiums. In the summer of 2019, she was instrumental in developing the Cheetos Chicken Sandwich for KFC.

PepsiCo recently appointed vonWerssowetz to run all innovation for beverages launched outside of the United States. This allows her to fulfill another passion point: doing international business. For her new role, she and her family have relocated to Dublin, Ireland, site of PepsiCo's new global office.

With her recent successes at work, vonWerssowetz seized the opportunity to pay it forward again: She and her husband, Arthur "Von," endowed a scholarship in 2019.

"We are fortunate to be able to fund the scholarship," she says. "But there are other ways you can help the university—with mentorship, with recruiting."

For Dena vonWerssowetz's professional achievements and for her many contributions to the college, the Haslam College of Business is honored to name her its Outstanding Young Alum of 2019. ●



Top to bottom: Dean Stephen Mangum; Richard Smith; Caroline Jones, Richard Smith, and Chad Autry; guests look on during the awards presentation.

OUTSTANDING CORPORATE PARTNER AWARD

FREDERICK W. SMITH started what was Federal Express in 1973 with 14 jets and delivery service to 25 cities. Today, FedEx operations span the globe and drive commerce worldwide. Today as FedEx Corporation, it connects more than 99 percent of global GDP and billions of people across six continents—enabling economic growth and social progress for individuals, communities and businesses.

The demand for FedEx services is growing, and the supply chain of the future will need to grow with it. That is one reason the company partners with the Haslam College of Business and its top-ranked Department of Supply Chain Management. Through endowments like the FedEx Corporation Supply Chain Professorship, FedEx supports Haslam in attracting forward-thinking educators to teach students the capabilities required to excel and succeed in business. Innovators from Haslam and elsewhere will help FedEx fine-tune the next generation of supply chain and logistics to make it accessible, reliable and sustainable.

Chad Autry, who holds Haslam's FedEx Professorship, says the company's innovations enable people worldwide to achieve their objectives faster and more effectively than ever before, transforming the concept of creating value for customers.

"I am honored to be the FedEx Corporation Endowed Professor of Supply Chain Management," Autry says. "FedEx has become a key partner of ours because it serves as a shining example to our faculty and students of what supply chain excellence is about."

As one of Fortune's "100 Best Companies to Work For," FedEx takes

pride in being a company built on connecting people and possibilities. That means recruiting and matching top talent to high-quality jobs, which is why it has made developing employment pathways a priority as an employer and as a corporate citizen. The company wants every young person to have access to opportunities that help them gain skills and education, launch meaningful careers and thrive in today's workforce. Collaborating with the Haslam College of Business is one of many ways FedEx pursues this commitment. Through its work with the college, FedEx has helped Haslam develop a pool of highly qualified candidates in the backyard of its global headquarters in Memphis.

More than 450,000 FedEx team members worldwide are dedicated to delivering change for the better every day. Many of the company's projects are identified and driven by employees who are passionate about making the world a better place.

They do so by volunteering their time, talents and resources to solving local challenges. That passion inspired their most recent global community engagement initiative: FedEx Cares 50 by 50—a commitment to impact 50 million people directly by its 50th anniversary in 2023.

For their dedication to being a good corporate citizen in the state of Tennessee and beyond; and to bettering its employees' communities; for its devotion to seeing that young people have world-class educational opportunities; and for its numerous contributions to the University of Tennessee, the Haslam College of Business is proud to recognize FedEx as its Outstanding Corporate Partner of 2019. ●





Top to bottom: Jerry Bostelman, Dick Townsend, and David Evans; Jerry Bostelman; Dick Townsend, Jerry Bostelman, and Grant Peterson; Jerry and Angela Bostelman; Jerry Bostelman and Seth Reagan.



OUTSTANDING ENTREPRENEUR AWARD

VACO IS A UNIQUE talent solutions and placement firm, connecting job seekers to dream jobs, headquartered in Nashville. The brainchild of CEO Jerry Bostelman (HCB, '94) and his partners Brian Waller (HCB, '96) and Jay Hollomon (HCB, '90), the company sprang from the trio's experiences at Arthur Andersen and a rival firm.

"We wanted to combine the camaraderie that we loved so much at Arthur Andersen," Bostelman says, "with the pace, intensity and service-orientation of the other to create a consultative, engaged, voice-driven environment" in a niche service for which they all had a passion.

To put it another way, Vaco's business is relationships—identifying the perfect match between stellar job seekers and outstanding employers. Finding ideal job fits within the organization for talented misfits is also Vaco's business. "Outlaws Welcome" is its core business tenet, in which every associate's inner outlaw should enhance all others' outlaws. It's the ultimate expression of a relationship-oriented culture.

It only makes sense that Bostelman would found a business focused on relationships. Relationships transformed his life. Without the benefit of higher education, but with a fierce drive, his mother and adoptive father raised him and his siblings. From their example of tirelessly striving, providing for their children while earning college degrees, he learned the value of what he calls "entrepreneurial scrappiness."

At the University of Tennessee, one relationship in particular influenced him. Accounting Professor Richard "Dick" Townsend took the time to get to know Bostelman out of a class of more than 100 students.

"Dr. Townsend was a pivotal figure in my life," Bostelman says. He notes that Townsend convinced him to switch to an accounting major, which, he says, "taught me the language of business and built the foundation for a large portion of my success."

As relationships have been transformational for Bostelman, in turn, he and his partners have grown Vaco by establishing transformational relationships between professionals with exceptional qualifications and organizations with specific needs to fill.

In 2018, Vaco ranked #4 on Forbes' list of America's Best Professional Recruiting Firms. It has more than \$450M in revenues, offices in over 40 locations around the globe, 4,300 consultants and more than 800 employees—many of them Haslam alumni.

For his continuing engagement with the college and for his entrepreneurial success, Jerry Bostelman is richly deserving of being named the Haslam College of Business' 2019 Outstanding Entrepreneur. ●



Top to bottom:
Larry and Vivian Carroll; Larry
Carroll; Alex Dooley, Larry Carroll,
and Dean Mangum.



DISTINGUISHED ALUM AWARD

LARRY CARROLL (HCB, '78), founder and CEO of Carroll Financial Associates, was the first person from his family to graduate from college, but he credits his parents with his talent for crunching numbers.

“Both of my parents were very intelligent, just not highly educated, and both have good mathematical and analytical skills, which I was fortunate enough to inherit,” he says.

Those inherited aptitudes for mathematics and analysis served Carroll in good stead, as he became a CPA while still in the MBA program in UT’s Haslam College of Business. His goal was to work for one of the Big Eight accounting firms, but inspired by renowned financial advisor Kemp Fain, whom he met in Knoxville, he soon changed direction.

“I really liked the discussion of investments and, importantly, had a knack for the subject matter,” he says. “After graduation, I went to work for one of the big eight firms, but within two years founded the wealth management firm.”

Today, Carroll Financial is one of the oldest, biggest, and most prominent financial planning and wealth management firms in the Southeast, managing over \$3.4 billion in client assets. For Carroll, however, money is not the driver. As he says in his company’s trademark statement, “The best interest of the client is the only interest that matters.”

Consequently, Carroll lists curiosity, attentive listening, and interpersonal skills as essential attributes of an excellent financial planner.

“A great financial planner has a balance between analytical skills and people skills,” he says. “It doesn’t do you any good to understand the math if you can’t communicate it.”

Also critical to being an extraordinary financial planner is a high-quality education in finance, which is why Larry and his wife, Vivian, give back to the college. Vivian is also the first person in her family to graduate college, so the couple recognizes the importance of educational opportunities.

Among the opportunities they have funded at Haslam is the Carroll Torch Fund, managed through Haslam’s Masters Investment Learning Center. This fund offers junior and senior undergraduate students majoring in finance the opportunity to manage a portfolio of securities worth over half a million dollars.

Alex Dooley (HCB, '19), a Carroll Torch Fund Manager in 2017–2018, is thankful for the learning opportunity the fund provided.

“Whether it be learning through independent research or listening to Larry’s wise advice at our lunches, the Torch Fund allowed me to grow as a student and expand my understanding on an arduous topic,” Dooley says.

Carroll is encouraging the financial advising field’s next generation in another way, too. He is in the process of passing the torch of Carroll Financial Associates to his son, Kris Carroll, CFA®, CFP®, the firm’s chief investment officer.

“I am proud to make the transition, as any father would be,” he says. “I think it’s a pretty significant thing to happen, and it’s worked great to this point.”

For Larry Carroll’s example of success in financial planning, his generous, continuing contributions to the college, and his inspiration to Haslam finance students, the Haslam College of Business is proud to name him its 2019 Distinguished Alum. ●

'70s

Ed Pershing (HCB, '74), co-founder and CEO of PYA, retired from the firm at the end of 2019.



Michael T. Strickland (HCB, '77), founder and chair of Bandit Lites, won the 2020 Parnelli Visionary Award, a lifetime achievement award presented to him by Garth Brooks.

'90s

Raul Montalvo (PEMBA, '99) received the America's Physician Groups Ambassador Award at the APG's 2019 colloquium.

'00s

Gary L. Berlin (PEMBA, '04) was named medical director at Blue Cross and Blue Shield of Illinois, Montana, New Mexico, Oklahoma, and Texas.

Jody Crane (PEMBA, '04) was appointed chief medical officer at Team Health.

Sean Healy (EMBA-SL, '02) is now a director with Amazon North America.

Former Lady Vols basketball star **Kara Lawson** (HCB, '03) joined the coaching staff for the Boston Celtics as an assistant coach. She is now the third full-time female assistant coach in the NBA.

Brooks McElyea (HCB, '06) was admitted into the Ernst & Young, LLP, partnership as a tax partner in the Atlanta office.

Bryan Mattice (HCB, '08) has been named manager in LBMC's Audit division.

The Latino Center on Aging's board of directors presented **Eneida Roldan** (PEMBA, '03) with the 2019 Academic Excellence Golden Age Awards.

Chris Salvage (EMBA-SL, '05) is now a senior project engineer at SWM International.

Ross Ungerleider (PEMBA, '06) is now co-director at Whole Brain Leadership for Healthcare.

PepsiCo recently announced that **Dena vonWersowetz** (HCB, '07, '09), senior director of marketing for PepsiCo Foodservice, will run all innovation for beverages launched outside of the United States.

'10s

United Technologies/Collins Aerospace promoted **DeWayne Allen** (ADMBA, '17) to senior director of corporate strategy and development.

Dell hired **Amanda Beavers** (HCB, '19) as outbound logistics manager.

Nick Brown (HCB, '17) is now a data scientist at Pilot Flying J.

Gordon Cohen (PEMBA, '10) is director for Cardon Children's Heart Program at Banner Health.

Amanda Gentry (ADMBA, '13) is now director of engineering, Air Force LCMC.

Tania Ghosh (PEMBA, '17) has been appointed medical director for Envision Healthcare.



Jason Gipson (EMBA-SL, '19) retired from the US Navy after 25 years of service.

Kendall Grafton (EMBA-SC, '19) is now an operations leader for SC Johnson.

Andrea Hardaway (EMBA-HCL, '15) is now enterprise leader for provider data management at Evolent Health.

Rob Headrick (PEMBA, '14) received the Key Contact of the Year award from the Society of Thoracic Surgeons at their 55th annual meeting.

Cassandra Howard (PEMBA, '18) was selected as brigadier general in the position of assistant for mobilization and reserve affairs, Office of the Assistant Secretary of Defense, Defense Health Affairs.

Meg Hutchinson (HCB, '19) won \$10,000 with her company, The Florista, in Victoria's Secret PINK GIRL Project.

Matt Jessee (ADMBA, '17) became head of business development for distribution business – global at Satair.

Pankaj Kumar (PEMBA, '17) is now hospitalists medical director at Wake Forest Baptist Health, High Point Medical Center in North Carolina.

Lauren Latture (HCB, '14) was named the Haslam College of Business Smith Global Leadership Scholars Alumnus of the Year.



Collins Aerospace made **Ryan Miller** (EMBA-SL, '13), VP and CFO of avionics.

Karmyn Norwood (HCB, '15) vice president for AMMM International Programs at Lockheed Martin, received the 2019 NMA Executive of the Year award at their national conference in October.

Rick Sayegh (PEMBA, '15) is now interim CMO at MyHealth Technologies Inc. and is a partner with YARDY Ventures.

Maddie Strange (EMBA-SL, '12) is now McDonald's senior director of global learning.

Peter Takacs (PEMBA, '14) and his fellow cohort members wrote a business plan during PEMBA, for

which the Economic Development and Innovation Operational Program Grant of the European Union approved funding. They now have a patented, commercially available product in the EU.



Dynetics, Inc., promoted **Steve Thomas** (ADMBA, '18) to vice president of financial planning and analysis.

Amit Vashist (PEMBA, '13) was named chief clinical officer at Ballard Health.

Chris Walker (HCB, '18) was profiled in *Forbes Magazine*.



Chuck Wethington (EMBA-GSC, '16) is now president of Akros Logistics Company.

Jenifer Welsh (PEMBA, '18) is now regional medical director with Baylor Scott and White Health.

Lia Winter (HCB, '19), CEO and founder of Winter Innovations, LLC, was named a graduate finalist in the 2019 Collegiate Inventors Competition sponsored by the National Inventors Hall of Fame. Her invention, the Easy Whip, has won top prizes at nine pitch competitions.

The Smith Global Leadership Scholars **class of 2017** alumni group held a reunion in Charleston, South Carolina, this spring.



If you have news for a University of Tennessee, Knoxville, Haslam College of Business alumnus, please submit it to us at Haslam@utk.edu using "Alumni News" in the subject line.

This update reflects information known as of Oct. 30, 2019.



Dean's Circle members support all of these priorities through their College Fund gift of \$1,000 or more.



Need-Based Scholarships



Merit-Based Scholarships



Graduate Scholarships



Investments in Faculty



Entrepreneurship & Innovation



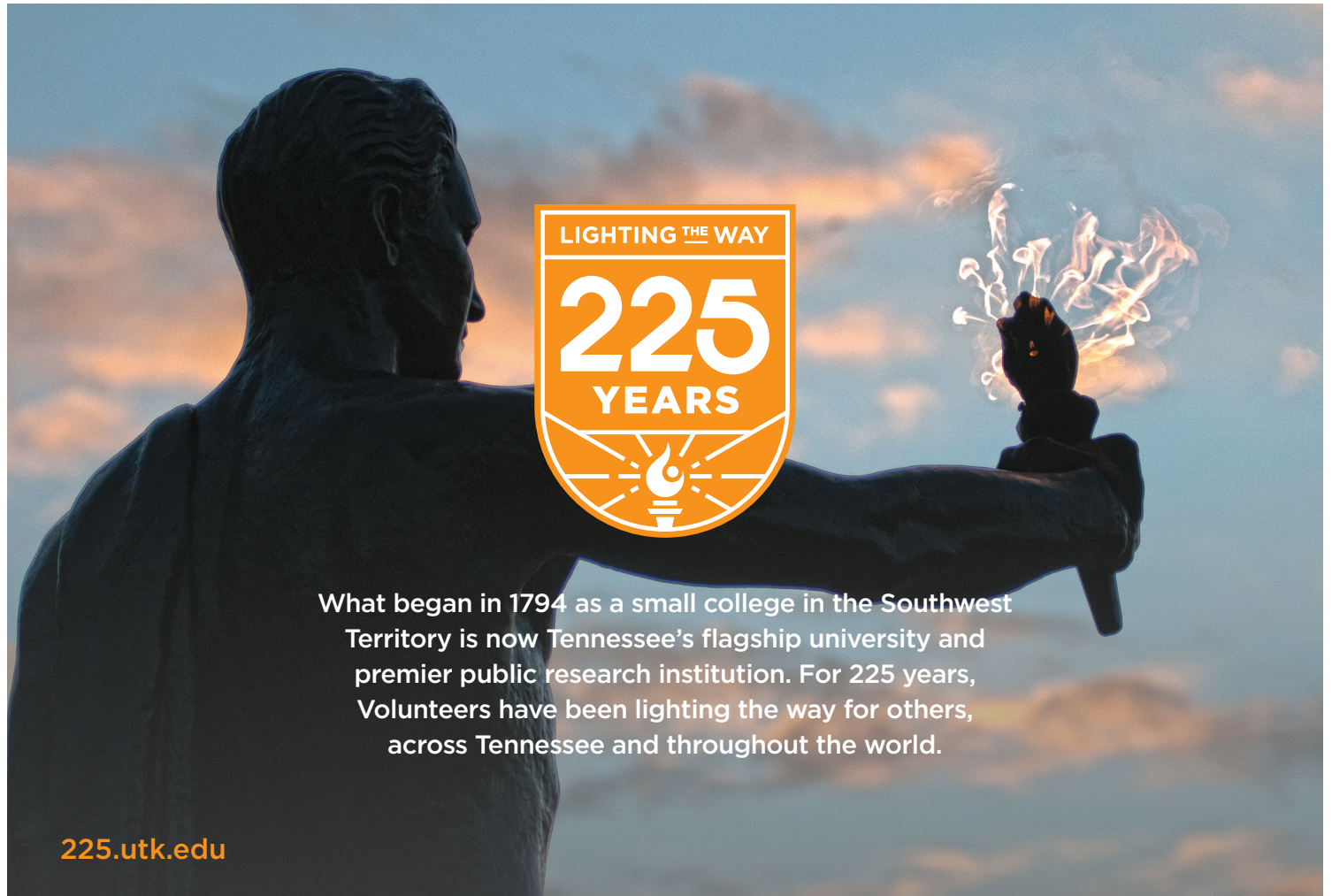
Technology Support

Be proud. Be involved. Be invested.

ABOVE: The inaugural group of Dean's Circle Scholars, recipients of funds made available by the College Fund for Haslam Business.



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What began in 1794 as a small college in the Southwest Territory is now Tennessee's flagship university and premier public research institution. For 225 years, Volunteers have been lighting the way for others, across Tennessee and throughout the world.