

HASLAM



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

MAGAZINE
Summer 2020

MOLL ANDERSON

The Gift of
Encouragement

PLUS

Statistics: Then and Now | Haslam in the Time of COVID-19
Management Welcomes Entrepreneurship into the Fold

Be what's possible.

#1

GLOBALLY

**Facilities and
Program Support**

*(Financial Times, 2020,
Custom Executive Education)*

#16

NATIONALLY

**Best MBA
Learning Experience**

*(Bloomberg Businessweek,
2019, Best B-Schools)*

#3

AMONG PUBLICS

**Supply Chain
graduate programs**

*(U.S. News & World Report,
2021 Best Business Schools)*

#21

AMONG PUBLICS

Haslam MBA

*(Economist, 2019,
WhichMBA)*

T HASLAM
COLLEGE OF BUSINESS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE

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Cover photograph of Moll Anderson by Jeff Katz; Interior photos by Nathan Schroder.



SPRING 2020 WAS A SEMESTER quite unlike any other. The COVID-19 crisis required immediate and decisive action to ensure the safety and health of our campus community. In a span of two weeks, Haslam shifted from offering a limited number of online courses to moving more than 400 classes to a remote learning format. Faculty and staff transitioned to working from off-campus. Our students quickly dispersed to their respective homes. Spring commencement became a virtual graduation ceremony, with Molly Adams from Amazon addressing our undergraduate seniors and Brian Foley from EY speaking to our graduate students. *(Learn more about this process and the students' experiences in the story on page 28, Haslam in the Time of COVID-19.)*

Throughout these upheavals and uncertainties, the Volunteer Spirit was ever present—people came together quickly, with care for others foremost in their minds, to make and execute plans to benefit the community as a whole.

This issue, compiled completely off campus, similarly focuses on individuals and groups who regularly shine a light for others. Our cover subject, Moll Anderson,

contributes both her time and treasure to ensure that young single parents have a strong support group and chance to succeed in higher education (*see page 14*). Our leaders in philanthropy, Janet Kercheval and Mark Tasman, connect with the college in memory of their family and share their expertise with our students (*pages 30 and 34, respectively*). The Haslam Network features both upperclassmen mentoring younger students, and young alumni reaching out to current students through networking and support (*page 36*). Creative instruction (*page 18*) like that offered by Senior Lecturer Brian Stevens is paving the way for a fall semester that will likely feature a mixture of both in-person and online course work.

In our digital edition, you can log on to find photographer Charlie Brooks' images of a quiet and empty campus, providing both a window into the beauty of a slower world and a physical campus that is missing its lifeblood. View and share his images at Haslam.utk.edu/magazine/summer-2020.

The tenacity and resilience of our UT community remains as strong as ever. While fall semester will be different, in ways both known and unknown, we are committed to providing high quality education and thought leadership that improves the world; we will do so in ways that protect our students, faculty, and staff as they work to define all that is possible.

Thank you for your support of the Haslam College of Business and its endeavors. Stay safe and well.

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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HASLAM MAGAZINE

TANYA G. BROWN
Executive Director of Marketing and Public
Relations | Editor-in-chief

SETH REAGAN
Executive Director of Advancement

MEREDITH HULETTE
Senior Director of Advancement Operations

JESSICA LEIGH BROWN
Writer

JILL KNIGHT
Design and Production

CHARLES BROOKS
Photographer

**STACY ESTEP
AND SCOTT MCNUTT**
News Lists and Compilations

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WE WANT TO HEAR FROM YOU!

Haslam College of Business
408 Haslam Business Building
Knoxville, TN 37996 - 4140
(865) 974-5061 | haslam.utk.edu
Fax: (865) 974-1766 | email: tgbrown@utk.edu

 [FACEBOOK.COM/
HASLAMCB](https://www.facebook.com/HASLAMCB)

 [HASLAM COLLEGE OF
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Council



AS A PROFESSIONAL SCHOOL, the Haslam College of Business at the University of Tennessee must keep in touch with the world in which its graduates will function. One important avenue for maintaining this contact is the Dean's Advisory Council.

Since its formation in 1975, this council has played an increasingly vital role by developing plans and strategies to guide the college's future. The advice and insights of these leaders have proven invaluable to the college as it strives to improve its reputation as a national leader in business education.

These professional and business executives meet with the deans and faculty each year to discuss current business issues. Through the years, this continuing dialogue has shaped the college's choices of action in order to improve its response to the current issues and the anticipated demands of the marketplace.

The Deans and Executive Committee of the Haslam College of Business thank each member, past and present, for their service and devotion to the college.

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Industry Week
April 22, 2020

“A robust and rigorous supply chain risk management process should be as important to an organization as integrated business planning, resource planning, financial planning, and other areas.”

Ted Stank, Harry J. & Vivienne R. Bruce Chair of Excellence, speaking on lessons learned from the coronavirus.

The Conversation
March 31, 2020

“The Class of 2020 could feel the effects of a recession well after the recession has ended. Prior research has found that U.S. college students who graduated during a recession earned 10 percent less the first year after they completed their studies than would otherwise be expected. And the negative effects lasted over the next seven years.”

Celeste K. Carruthers, associate professor of economics, writing on the economic impact of the coronavirus on new college grads. (Larry Kessler and Marianne Wanamaker were co-authors.)

Bloomberg
March 30, 2020

“For now, most supply chains are chugging along just fine, and because we’ve all been forced indoors, many have surplus inventory. The headline-grabbing few that aren’t – bathroom tissue, anti-bacterial soap, certain food products – sold out because of severe demand shocks that forecasters simply couldn’t have predicted.”

Chad Autry, FedEx-endowed professor of supply chain, on the state of and importance of supply chains.

Tennessee Ledger
March 27, 2020

“Right now, they’re all scrambling. So nobody is sitting back on their hands saying, ‘Oh, the world’s coming to an end and there’s nothing we can do.’ The way people in private industry talk about and look at this is, ‘Just one more challenge that we’re going to overcome. And there are no excuses not to overcome it.’”

Paul Dittmann, assistant department head of supply chain management, on supply chain managers’ response to the COVID-19 pandemic’s economic disruption.

Memphis Commercial Appeal
March 22, 2020

“To keep the day-to-day workflow consistent with what it was, try waking up at the same time daily, maintaining a routine, having a consistent place to work and taking regular breaks. For employers, scheduled check-ins and keeping camaraderie up through chat rooms are important.”

Jennifer Rittenhouse, lecturer in the Department of Management and Entrepreneurship, on the unprecedented.

Memphis Commercial Appeal
January 31, 2020

“The word of the day in recent times, as far as supply chains go, is ‘contingency planning.’ How can we be prepared for any challenges supply chains might face?”

Tom Goldsby, Haslam Chair of Logistics in the Department of Supply Chain Management, on the coronavirus’ impact on the global economy.

Investorplace.com
March 23, 2020

“Encouraging financial institutions to ‘work constructively with borrowers and other customers in affected communities’ by stating that ‘prudent efforts that are consistent with safe and sound lending practices should not be subject to examiner criticism’ will help to decrease pressure on borrowers.”

David A. Maslar, assistant professor in the Department of Finance, discussing steps the Federal Reserve is taking to deal with COVID-19’s effects on businesses.

Chattanooga Times Free Press
March 26, 2020

“We’re going from 250 to 300 claims a day being filed two weeks ago to already more than 7,000 claims coming in every day—it’s a massive increase and I’m afraid it’s going to continue for some time.”

Bill Fox, director for the Boyd Center for Business and Economic Research, on the state’s 20-fold increase in unemployment claims.

Supply Chain Dive
January 14, 2020

“Businesses need to think of these processes outside the bounds of supply chain planning. If it’s just perceived as supply chain planning, it gets very tactical and you really lose the opportunity to have a strategic view of both demand and supply.”

Mark Moon, head of the Department of Marketing, on the importance of financial controls, including inventory valuation and disclosure.

Investor Place
January 28, 2020

“If Beyond Meat can leverage scale and access to capital in order to aggressively build market share, smaller companies like Impossible Foods may not be able to compete in the long term.”

Ryan Z. Farley, assistant clinical professor of finance, on plant-based meat producer Beyond Meat’s meteoric stock rise.

ASUG News
April 12, 2020

“A good digital strategy allows your organization to execute in such a way that you’re responsive to changing market conditions as well as to evolving consumer expectations. When you do this, you truly have a digital strategy. The problem is, organizations take on pieces of these strategies, but not all of the necessary components.”

Randy V. Bradley, associate professor of information systems and supply chain management, on why big organizations fail at implementing a digital strategy.

Supply Chain Management Review
March 11, 2020

“Digital-era supply chain workers need flexible talents in areas like project management and expertise and enjoyment in problem solving and using data. Companies need to foster malleable talents rather than pigeonhole workers into skills that are static.”

Randy V. Bradley, associate professor of information systems and supply chain management, on how supply chain managers can fill their talent gaps.

Ratchet and Wrench
January 27, 2020

“It is important to remember that new vehicle-related jobs will be created, as will other jobs in the economy. Tennessee must transform aggressively if it is to be an economic leader as these many changes occur, and a big challenge is helping existing workers transition to the new opportunities.”

Bill Fox, director of the Boyd Center for Economic Research, on potential effects driverless cars could have on Tennessee’s job sector.

Financial Buzz
December 11, 2019

“Corporate governance does not allow for a one-size-fits-all approach, and companies will need to find their own best practices based on their age, size, and complexity. The ACGI allows us to benchmark companies’ corporate governance health, not just in the boardroom or C-suite, but throughout the organization.”

Terry L. Neal, director of the Neel Corporate Governance Center, on U.S. companies tailoring their approaches to be successful in corporate governance.



COLLEGE-WIDE

WITH DIRECTOR **SARA EASLER'S** GUIDANCE, HASLAM ABROAD, THE COLLEGE'S INTERNATIONAL PROGRAM, HAS BEEN ACCEPTED TO FULL MEMBERSHIP IN THE **CONSORTIUM OF UNDERGRADUATE INTERNATIONAL BUSINESS EDUCATION (CUIBE)**.

During the spring semester, the college offered a series of moderator-hosted webinars that examined the economic, labor, financial market, and industry implications of the novel coronavirus pandemic.

\$210,000

Big Orange Give raised more than \$210,000 for the Haslam College of Business in November 2019.

Rankings

#16 **Bloomberg Businessweek's** learning index ranked the college's MBA program at **No. 16** for learning experience among business schools nationwide.

#21 The full-time MBA program ranked at **No. 21** among U.S. public universities and **No. 79** in the world, according to the **Economist**.

#1 **The Financial Times** ranked Haslam as **No. 1** in the world for custom executive education facilities and program support. Among US public institutions the college rose by one, to **No. 3**, and among all US schools (public and private), it climbed two spots to **No. 6**. Haslam's ranking among all schools remained at **No. 20** in the world. This marks the sixth consecutive year that Haslam's custom executive education programs have been ranked in the top five among US public institutions by **The Financial Times**.

27th The Haslam undergraduate program placed **27th** in the nation among public universities and **63rd** among all institutions in **Poets&Quants'** ranking of the Best Undergraduate Business Schools.

#25 The Haslam College of Business MBA rose to **No. 25** among US public university full-time master's programs and climbed to **No. 49** among all institutions in **Poets&Quants'** latest Top 100 US MBA rankings.

3rd **U.S. News & World Report's** 2021 Best Graduate Schools ranked Haslam's Supply Chain Management program **3rd** among publics and **4th** overall.

23rd **U.S. News & World Report's** 2021 Best Graduate Schools list ranked Haslam **23rd** among US public universities and **46th** overall.



Mike Grojean, director of the Executive MBA in Strategic Leadership, organized "Leadership in Trying Times," a free webinar series open to all of those interested in learning skills and sharing ideas on leadership during calamitous events, such as the COVID-19 pandemic.

GRADUATE & EXECUTIVE EDUCATION



A poignant moment for the program occurred at the fall commencement ceremonies, when Professional MBA graduate **Ian Miller** was presented with his hood in a surprise gesture by his father, management and entrepreneurship professor **Alex Miller**. Alex Miller's father also graduated from the ProMBA program, which inspired Alex Miller to become a business professor himself and then to lead the restructuring of the ProMBA program in the 1990s, to better accommodate the needs and schedules of working professionals.



STEPHEN ALFIERI JOINED THE MANAGEMENT TEAM AS DIRECTOR OF OPERATIONS IN AUGUST 2019.



ALEX RODRIGUES

A Global Perspective

Alex Rodrigues brings a truly global perspective to his role at the Haslam College of Business. A native of Rio de Janeiro, Brazil, he also has spent significant time in Spain, Germany, and the United States.

“Working in different places has substantially shaped my career,” Rodrigues says. “I’m thankful for the broad view across countries and industries that I can incorporate into my lectures and research.”

During childhood vacations on the coast of Brazil, Rodrigues developed a talent for surfing that sparked a love of nature that has stayed with him. He spent long summers floating in the water, feeling connected to the ocean and the world around him.

While he enjoyed the outdoors, Rodrigues also cultivated an interest in technology. “I got an Apple II Plus computer in the late 1980s and became a nerd,” he says. “Those were good times on a beautiful monochrome green world.” He studied industrial engineering at the Federal University of Rio de Janeiro and took an early interest in supply chain management. He was fascinated by the interrelationships and trade-offs in primary business logistics functions. The complexity caught his interest.

After earning a master’s degree in Brazil, Rodrigues relocated to the US to pursue a doctorate at Michigan State University. Meanwhile, he delved into research projects, cultivating an interest in empirical and theoretical modeling of supply chains driven by his quantitative and analytical background in engineering.

Rodrigues spent a few years developing applied research in Europe before returning to Brazil in 2009 as a professor at his alma mater. In addition to teaching, he began developing academic research on humanitarian and disaster relief logistics with the civil defense and military community in Brazil. “The research field is very different from supply chain management in the business world,” he says. “The value of life is infinite when compared to maximizing profits and reducing costs.”

Rodrigues came to Haslam in 2014 as a lecturer in supply chain management. Since then, he’s continued to teach and to conduct research, including a partnership project with Cass Information Systems, Inc., which maintains transportation indexes that represent \$28 billion in annual transactions across US industries. Rodrigues developed a quantitative methodology that reengineered the calculation of the index.

When he’s not working, Rodrigues enjoys reading, spending time with his family, and playing the drums. “I’m part of an amateur band called Shadyland with other Haslam faculty,” he says. “We play blues, classic rock, and some country music.” ●

CENTERS AND INSTITUTES

ANDERSON CENTER FOR ENTREPRENEURSHIP AND INNOVATION



\$20,000 Students in **Alex Miller's** 2019 Learning by Giving course distributed \$20,000 to 10 regional nonprofits. The course is taught through the Consortium for Social Enterprise Effectiveness, housed in the center.

GLOBAL SUPPLY CHAIN INSTITUTE



The Global Supply Chain Institute partnered with freight audit & payment provider Cass Information Systems, Inc. to support two of Cass's transportation indexes—the Cass Truckload Linehaul Index® and the Cass Intermodal Price Index®.



In collaboration with IHS Markit and the Council of Supply Chain Management Professionals, the institute developed the **EPIC Global Supply Chain Readiness Index 2020**, which assesses risks and measures supply chain capability in key markets around the globe by reviewing economy, politics, infrastructure, and competencies—four important factors that contribute to supply chain performance.



The institute presented the **“Empowering Women in Supply Chain”** webinar in partnership with the Council of Supply Chain Management Professionals.

The institute released two new white papers: *Managing Cyber Risks in Global Supply Chains: The Four Fundamentals* and *End-to-End Supply Chain Synchronization*.



The institute presented Jim Newsome, president and CEO of the South Carolina Ports Authority (SCPA), with the Distinguished Service Award.

BOYD CENTER FOR ECONOMIC RESEARCH



Gov. Bill Lee's **Complete Count Committee** to achieve a full and accurate count of the state population.

The center released *Potential Impacts of Autonomous Vehicles on Tennessee's Economy*, written by **Bill Fox**.

Tim Kuhn, director of the Tennessee State Data Center, was appointed to

Kuhn participated as a speaker and panelist in the February 2020 **Census Multicultural Outreach Meeting**. Other speakers and panelists included City of Knoxville Mayor Indya Kincannon and Youth Organizer Cesar Bautista of

the Tennessee Immigrant Refugee Rights Coalition.

According to the center's 2018–2070 Population Projections, by 2040, the state's population is estimated to grow by more than one million people, and one in five of those Tennesseans will be 65 or older, with more growth projected for Middle Tennessee.

NEEL CORPORATE GOVERNANCE CENTER



The Neel Corporate Governance Center, in partnership with the Institute of Internal Auditors (IIA), released its Guiding Principles

of Corporate Governance and the inaugural American Corporate Governance Index. In relation to the release, **Terry Neal** and **Lauren Cunningham** traveled to press events to field questions with the IIA in Washington, DC, and New York City in December 2019.

The center hosted U.S. Securities and Exchange Commissioner Hester Peirce and College of Law Professor Joan Heminway spoke to students, alumni, and faculty about stakeholder theory, cryptocurrency, board diversity, and more.

CONSTRUCTION INDUSTRY RESEARCH AND POLICY CENTER

The Construction Industry Research and Policy Center completed a three-year project to improve occupational health and safety in Tennessee and beyond. The project's reports cap CIRPC's research, which was sponsored

by a \$600,000 grant from the National Institute of Occupational Safety and Health (NIOSH).

Using data from 300,000 Tennessee workers' compensation claims from 2014–2016, the CIRPC produced

five reports for the project, including a comprehensive report detailing claim counts and rates for nearly 300 separate industries as well as aggregating injuries by their proximate cause (e.g., lifting), type (e.g., strain), and body part (e.g., back).

MASTERS INVESTMENT LEARNING CENTER

Haslam's Masters Investment Learning Center is No. 1 in the world for the number of students earning Bloomberg's Markets Concepts Certification (more than 1,150 in 2019), No. 1 in the SEC

with 20 Bloomberg terminals, and one of three universities in the world to offer proprietary Bloomberg training.

UT will be featured in Bloomberg's marketing

materials for 2020 as its flagship university for highlighting their “Bloomberg for Education” offerings, and is one of 10 universities selected for Bloomberg's Alexa program.

Entrepreneurial Passion Differs Between Men and Women

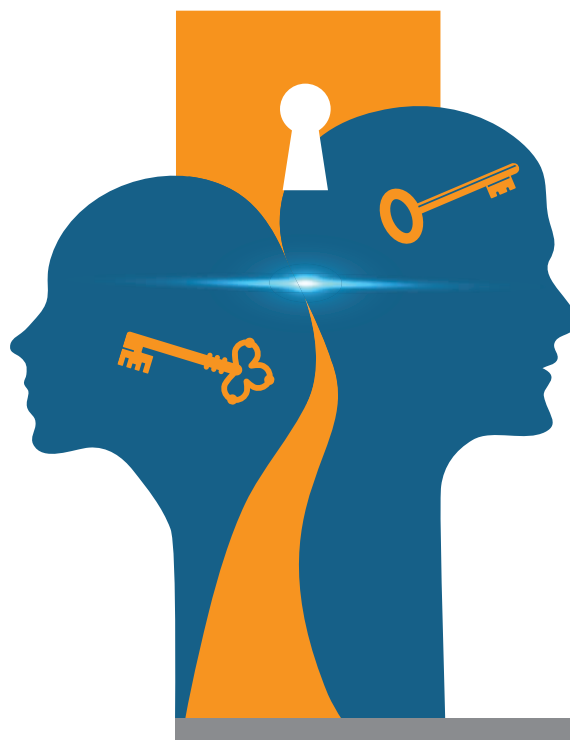
ALTHOUGH A GROWING body of research demonstrates that passion is a key factor in entrepreneurial performance, few researchers have studied what sparks this passion. Recognizing the social context of entrepreneurship, Melissa Cardon, Nestlé Endowed Professor of Business Administration in the Haslam College of Business, investigated how social considerations such as gender drive passion among entrepreneurs.

The study, “Fueling the fire: Examining identity centrality, affective interpersonal commitment and gender as drivers of entrepreneurial passion,” which appeared in January in the *Journal of Business Venturing*, found that the origins and types of passion entrepreneurs experience differ markedly along gender lines. Charles Y. Murnieks, of Oregon State University College of Business, and J. Michael Haynie, of Syracuse University’s Whitman School of Management, co-authored.

The researchers note that due to societal gender norms, male and female entrepreneurs may encounter different obstacles when forming companies, take different approaches to identifying opportunities, and have different priorities for their businesses. While society tends to expect women to focus on care, empathy, and relationship formation, popular accounts of entrepreneurship typically portray it in terms of a desire for power, independence, and autonomy—characteristics often associated with men.

Using a seven-point scale ranging from “strongly disagree” to “strongly agree,” the researchers asked 166 active American entrepreneurs in a variety of industries to respond to statements such as: “Being an entrepreneur is an important part of who I am,” and “It is important to me that my best friend(s) view(s) me as a good entrepreneur.” The study then looked at harmonious entrepreneurial passion, in which an entrepreneur participates “willingly, free of contingency or constraint,” versus obsessive entrepreneurial passion, in which an entrepreneur feels a compulsion to engage.

Because prior studies had shown that when deciding whether or not to start a firm, women tend to rely on social support more than men do, the researchers expected relationships to be equally important in fueling female entrepreneurs’ obsessive passion after founding their firms. Contrary to their predictions, the authors observed that the



The origins and types of passion entrepreneurs experience differ markedly along gender lines.

role of relationships was significantly linked to obsessive passion for men, but not for women. In terms of harmonious passion, the importance of identifying as an entrepreneur appears to motivate men, but not women.

Cardon finds it interesting that although men and women reported experiencing the same amount of entrepreneurial passion, the factors that sparked men’s passions did not seem to drive passion for women.

“This means we need more research into how passion evolves for women,” Cardon says.

She emphasizes that societal influence affects identity evolution and can determine whether someone experiences entrepreneurship as an obsessive or harmonious aspect of their lives. For example, the study indicated that although male entrepreneurs may rely on social support to help them through adversity, this encouragement can create additional stress. When male entrepreneurs fear that stopping their entrepreneurial endeavors will cause them to lose prestige and relationships, they may feel obligated or compelled to continue.

“Entrepreneurs should think carefully about who they include in their social environment,” Cardon says. “Identities and passions do not get created in a vacuum.”

“Fueling the fire: Examining identity centrality, affective interpersonal commitment and gender as drivers of entrepreneurial passion” is available in the January 2020 issue of the *Journal of Business Venturing* and online. ● —Stacy Estep



BEN MARTIN, HANESBRANDS' CHIEF DATA ANALYTICS OFFICER, WAS NAMED PRESIDENT OF THE HASLAM BUSINESS ANALYTICS ADVISORY BOARD.

BUSINESS ANALYTICS AND STATISTICS



IN THE FALL, THE DEPARTMENT TEAMED WITH GOOGLE TO HOST A GOOGLE CLOUD COMPETITION AT HASLAM. THE EVENT FAMILIARIZES STUDENTS WITH CUTTING-EDGE CLOUD APPLICATIONS.



Brian Stevens redesigned his online Stats 201 course to facilitate live interaction between his students and him, allowing for questions to be asked with immediate responses, and his students are enjoying it. A sample of the course can be viewed at: [HTTPS://YOUTUBE/H6SE4ZZL6TO?LIST=PL-BLP-DU7MDWIKHKCDMNFVKO_T3UN1JIS3&T=1407](https://youtube.com/watch?v=H6SE4ZZL6TO&list=PL-BLP-DU7MDWIKHKCDMNFVKO_T3UN1JIS3&t=1407).



Michel Ballings' research with marketing faculty member **Kelly Hewett** on how companies can use social media to ameliorate customers' bad experiences with the organization was featured in the *Harvard Business Review*.



Missie Bowers

- was elected vice president of education for INFORMS to serve through 2022.
- Bowers was also named UT Center for Transportation Research Fellow 2019–2020.



Julie Ferrara's "Search Engine Marketing: Paid Search Advertising Management and Optimization Strategies" course gives students hands-on experience providing marketing services for a group of nonprofit

organizations. This fall, students worked with seven nonprofits: Knox Heritage, Legacy Parks Foundation, Knoxville Entrepreneur Center, Restoration House, Appalachian Mountain Bike Club, Knox Area Rescue Ministries, and The Joy of Music School.



Mike Galbreth

- was appointed department editor at Decision Sciences.
- Galbreth's paper, "Using Transactions Data to Improve Consumer Returns Forecasting," was published in *Journal of Operations Management*.
- Galbreth spoke to BusinessStudent.com about Haslam's MSBA program.



Terry Higgins joined the department as a lecturer in 2019.



Justin Jia's paper, "Mitigating the U.S. Drug Shortages through Pareto-

Improving Contracts," is forthcoming in *Production and Operations Management* and his paper, "Dynamic Multisourcing with Dependent Supplies," was published in *Management Science*.

Chung Eun Lee's paper, "Envelopes in Multivariate Regression Models with Nonlinearity and Heteroscedasticity," was published in *Biometrika*.



Chuanren Liu

- Liu's paper, "Automatic Treatment Regimen Design," was published in *IEEE Transactions on Knowledge and Data Engineering*.
- was also selected as a judge on the prize committee for the 2020 Syngenta Crop Challenge in Analytics at the INFORMS conference.

Allen Pannell is leading a working group for the State of Tennessee to determine the feasibility of the State Cancer Registry counting recurrent metastatic breast cancer patients. If successful, this effort would make Tennessee the first state in the country to do so, providing

invaluable data on the second-leading cancer killer of Tennessee women.

Christine Vossler spoke to the UT Women's Club in February.



Wei Zheng's paper, "Design Based Incomplete U-Statistics," was published in *Statistica Sinica*.



Wenjun Zhou

- Zhou's papers, "New emoji requests from Twitter users: When, where, why, and what we can do about them," and "Multi-user mobile sequential recommendation: An efficient parallel computing paradigm," were published in *ACM Transactions on Social Computing*.
- served as the chair for the AI cluster at the INFORMS 2019 annual meeting.
- will serve as the 2020 program committee co-chair at the INFORMS Data Science Workshop.

Management Welcomes Entrepreneurship into the Fold

IN FEBRUARY 2020, the Department of Management at the Haslam College of Business became the Department of Management and Entrepreneurship. The name change, department head and King and Judy Rogers Professor in Business Anne Smith, says, was about creating an identity for entrepreneurship in the department.

“Over the past several years, we’ve brought in the talent and intellectual capital to do that successfully,” says Smith, who cites faculty members Melissa Cardon, David Gras, Tim Pollock, Jessica Jones, and David Williams as prominent entrepreneurship scholars.

Student interest in entrepreneurship is on the rise. Many of the department’s doctoral students choose entrepreneurial topics for their dissertations, and the university-level minor in entrepreneurship has proven popular. Smith and other faculty noticed this trend and investigated the national movement to embrace entrepreneurship as an academic field. “We spoke to department heads at other universities and leaders at companies that would be hiring some of our graduates,” she says. “We came away from those conversations excited about the possibility of a shift toward entrepreneurship in our program.”

A change in curriculum goes hand in hand with the renaming, starting with the undergraduate degree program. While courses in entrepreneurship have been part of the department’s offerings for some time, they will now become integral to the major, which includes three possible tracks: leadership and organizational effectiveness; entrepreneurship and emerging

While courses in entrepreneurship have been part of the department’s offerings for some time, they will now become integral to the major.

enterprises; and workforce analytics. “We’ve never had a career narrative for our undergraduates, and each of these possibilities prepares students for positions to launch and grow their careers,” Smith says. The department also is exploring several less-studied sectors, such as medium-size private enterprises and family businesses.

“Students who plan to work in a family business after graduation are interested in courses aimed at their concerns.”

Many entrepreneurship courses that were previously part of the collateral are now fused to the major, allowing students to choose another minor. “It’s a way for them to add an additional skillset,” David Williams, associate professor of management and William B. Stokely Faculty Research Fellow, says. “We think this will provide even better preparation for their careers.”

The changing of a department’s moniker denotes significance. “I think entrepreneurship has emerged as a unique strength over time,” says Williams. “This change reflects the competency we’ve developed and remains reflective of all the other wonderful things our department is doing.” ●

Don Bruce has been serving on the NCAA’s Federal and State Legislation Working Group, which has been exploring opportunities to allow student-athletes to receive compensation for the use of their name, image, or likeness. He is the only faculty athletics representative on the 18-member national working group.



Celeste Carruthers has been appointed editor-in-chief of the *Economics of Education Review*. She is the journal’s third editor-in-chief in its 39-year history and the first woman to serve in that role.

ECONOMICS

Department Head **Scott Gilpatric** and **Georg Schaur** offered their expert insight into the shape, scope, and future of the local craft beer scene in a story for the *Knoxville News Sentinel*.

([HTTP://KNOXVILLENEWS.TN.APP.NEWS-MEMORY.COM/?PUBLINK=29A377E88&FBCLID=IWAR26KYKHNSU3YZX5LNBFYATFOEOKMSU1YH7BWHJP_PSDOU2AC_1005HMMDDWW](http://knoxvillenews.tn.app.news-memory.com/?publink=29A377E88&fbclid=IWAR26KYKHNSU3YZX5LNBFYATFOEOKMSU1YH7BWHJP_PSDOU2AC_1005HMMDDWW))

\$500,000 IN GRANTS

Charles Sims received grants totaling \$500,000 from the National Science Foundation and the Sloan Foundation to study the efficient integration of renewable energy into the electrical grid. Sims also served on TVA’s Integrated Resource Planning Working Group and was a technical editor for Governor Bill Haslam’s state water plan.

Marianne Wanamaker gave keynote addresses at the November conference of SEC Vice Presidents of Government Relations and the December Appalachian Leadership Institute in Dalton, Georgia.

The department hosted a dozen high school economics teachers from Knox County Schools as part of KCS District Learning Day.

The Department of Management is now officially known as the **Department of Management and Entrepreneurship**. The name change, requested by the department, was approved by the UT Board of Trustees in February, and reflects the department's entrepreneurial commitment.

The 40th annual **Babson College Entrepreneurship Research Conference (BCERC)**, which was to be hosted at UT in June, will now be hosted here in June 2023. The 2020 Doctoral Consortium will continue this summer in a virtual format. ([HTTPS://HASLAM.UTK.EDU/BCERC](https://haslam.utk.edu/bcerc))

MANAGEMENT AND ENTREPRENEURSHIP

Top 100

The department was ranked in the top 100 management departments in the US for research productivity in the TAMUGA ranking.

Rankings



Melissa Cardon

- was nominated to the 21st Century Entrepreneurship Research Fellows, a select group of academics devoted to furthering the study of entrepreneurship. She will be inducted in the fall.
- was selected for the Riata Researcher of the Year Award by the School of Entrepreneurship at Oklahoma State University.
- gave a keynote address at the US Association for Small Business and Entrepreneurship in New Orleans.

- was an invited speaker at the Australian Center for Entrepreneurship Research Exchange Conference and at the University of Queensland, Australia.
- published papers in *Harvard Business Review* and the *Journal of Business Venturing*.



Russell Crook

- published papers in *Family Business Review* and *Journal of Organizational Behavior*.
- published two chapters (one with current



Anne Smith developed a new pop-up class, "Family Business Bootcamp" (BUAD 499), with **Jenny Banner** and **Alex Miller**. The course helps students gain an understanding of key issues related to family businesses. The one-credit course addresses generational succession, family dynamics in business, and strategies for family firms' growth and success. Smith also published papers in *Organization Research Methods and Research Methodology in Strategy and Management*, a book series she co-edited with **T. Russell Crook**.

doctoral student Ace Beorchia) in *Research Methodology in Strategy and Management*, a book series he co-edited with Anne Smith.



David Gras published a paper in the *Journal of Business Venturing*.

Tim Munyon

- published papers in *Journal of Vocational Behavior*, *Journal of Business Logistics*, *Journal of Occupational Health Psychology*, and *Journal of Organizational Behavior*.

- gave keynote addresses for Leadership in the *Academy of Management Journal*, *Organization Science*, and *Administrative Science Quarterly*.

Tim Pollock

published papers in the *Academy of Management Journal*, *Organization Science*, and *Administrative Science Quarterly*.

Codou Samba

published papers in *Strategic Organization* and *Leadership Quarterly*.

David Williams

published in *Journal of Business Venturing* with recent PhD graduate Justin Yan. He also published in *The Leadership Quarterly*.

HASLAM Awards

Due to the COVID-19 crisis, the annual Haslam College of Business faculty and staff awards were presented remotely. Recipients are recognized here and in a special issue of *Pace*, the college's e-newsletter.



STAFF AWARD FOR SUPERIOR CUSTOMER RESPONSIVENESS
Dwight Campbell, TIS

TIM WILLIAMS STAFF AWARD FOR PROFESSIONALISM
Janice Wade, Business Analytics and Statistics

STAFF AWARD FOR INNOVATION AND CREATIVITY
Sharath Sriman, Graduate and Executive Education

RICHARD C. REIZENSTEIN OUTSTANDING COMMITMENT TO STUDENTS AWARD
Lance Saunders, Supply Chain Management

ALLEN H. KEALLY EXCELLENCE IN TEACHING AWARD
Brian Stevens, Business Analytics and Statistics

RIISING STAR RESEARCH AWARD
Lauren Cunningham, Accounting and Information Management

VALLETT FAMILY OUTSTANDING RESEARCHER AWARD
Tim Pollock, Management & Entrepreneurship

MARTIN AND CAROL ROBINSON EXCELLENCE IN TEACHING, RESEARCH AND SERVICE AWARD
Wendy Tate, Supply Chain Management

OUTSTANDING DOCTORAL STUDENT TEACHER AWARD
Odysseus Bostick, Economics

OUTSTANDING DOCTORAL STUDENT RESEARCHER AWARD
Riley Krotz (Marketing) and Justin Yan (Management & Entrepreneurship)

DIVERSITY AND INCLUSION AWARD
Tammi Small, Undergraduate Programs

BANK OF AMERICA FACULTY LEADERSHIP AWARD
Russell Crook, Management & Entrepreneurship



CLARENCE VAUGHN III BECAME THE DIRECTOR OF DIVERSITY AND COMMUNITY RELATIONS IN THE SPRING.



Pepsico Power of One: Diversity Leadership Development program was held in February, during which 22 sophomore and juniors were accepted into the program. The program included a training course on diversity, leadership, and personal brand.

OFFICE OF DIVERSITY AND COMMUNITY RELATIONS

Approximately 120 attendees, speakers, and volunteers participated in the **2020 Women in Business, Entrepreneurship, and Leadership Summit**. The half-day conference featured break-out sessions centered on networking, starting a business, and working in the nonprofit sector culminating with a lunchtime keynote address from Dee Haslam, Cleveland Browns co-owner, partner in Pilot Corporation, and founder and CEO of RIVR Media Companies.



Laura Cole was awarded the John Wachowicz Finance Faculty Teaching Excellence Award.

Ashleigh Eldemire-Poindexter created a new learning module using the Monopoly® board game to help students gain a deeper comprehension of balance sheets and cash flow. She also presented her research at the WAPFIN Conference at New York University.

Larry Fauver's research was presented at the Financial Management Association Conference in New Orleans.

Eric Kelley received the 2019-2020 Sharon Pryse/The Trust Company of Tennessee Outstanding Finance Faculty Award.

James A. Haslam II was a special guest of the department, joining the Haslam Torch Fund managers for lunch after their presentation at the department's advisory council meeting.

FINANCE

ACCOUNTING AND INFORMATION MANAGEMENT



Lauren Cunningham • received the 2020 Innovation in Auditing and Assurance Education Award.
 • received the 2020 Award for Outstanding Service to *Auditing: A Journal of Practice and Theory*.
 • had research papers accepted to international accounting conferences: three different papers accepted to the European Accounting Association's Annual Meeting (Bucharest) and one paper accepted to the Swiss Accounting Research Alpine Camp (Andermatt).
 • was invited to join *Contemporary Accounting Research's* editorial board.



Jong Lee had research articles published in two information management journals, *Information Systems Research* and *Journal of the Association for Information Systems*.



LeAnn Luna • had two papers presented at the National Tax Association meetings.
 • participated in the "Working with Government Data" panel at the American Taxation Association's Mid-Year meeting in Fort Worth.



Linda Myers • was the invited speaker at the Erasmus School of Economics Female Network Lunch, Rotterdam.
 • joined the Organizing Committee for the CAFR Symposium on Fundamental Analysis, in Helsinki, Finland.
 • Selection committee member for the 2020 McLaughlin Prize for Research in Accounting Ethics.
 • Member of the Scientific Committee for the CAFR Annual Conference, in Xiamen, China.
 • published an article in *Journal of Accounting, Auditing & Finance*.



Developed with guidance from the Department of Accounting and Information Management professional advisory board, a new seminar for the Master of Accountancy program was presented in spring 2020, Accounting 593-Individual Research in Accounting. Led by **Ron D. Ford**, it provides students an opportunity to create a personal plan for their professional success in the accounting profession.

The Security and Exchange Commission frequently cited **Roy Schmardebeck's** paper "Have the Costs and Benefits of SOX Section 404(b) Compliance Changed Over Time?," in amending the definitions of accelerated and large accelerated filers. Schmardebeck and his colleagues presented the paper to SEC Commissioner Rob Jackson in October. See the SEC ruling at [HTTPS://WWW.SEC.GOV/RULES/FINAL/2020/34-88365.PDF](https://www.sec.gov/rules/final/2020/34-88365.pdf).



MARKETING



Neeraj Bharadwaj, in collaboration with business analytics faculty member **Michel Ballings**, published a paper on Super Bowl advertising in the *Journal of Interactive Marketing*.



Kelly Hewett • *The Journal of International Marketing* launched its first issue under new editor-in-chief Kelly Hewett. The issue highlights the digital environment's impact on international marketing.

- Hewett shared insights on her research involving international emerging markets at Clemson University's College of Business.

STAFF

Geoff Freeman, director of Technology Integration Services, was inducted into the UT Army ROTC Hall of Fame.

Jane Moser, program resource specialist for PhD candidates in the business analytics and statistics department, retired in the spring.

Kerry Roehr's submission on behalf of the Haslam College of Business won the 2020 University of Tennessee Beautification Award.



The **fall 2019 Supply Chain Forum** attracted more than 400 attendees from industry, academia, and government. Among the topics covered at the forum were machine learning, artificial intelligence, order fulfillment, enabling growth, driving performance with visualization, and roles and dynamics for the future of supply chain.

Randy V. Bradley was a panelist in the MHI preview of the 2020 Annual Industry Report-Embracing the Digital Mindset: Connecting Data, Talent, and Technology in Digital Supply Chains during the March 11 keynote at MODEX.



SUPPLY CHAIN MANAGEMENT

Mark Moon was featured in *Supply Chain Dive* discussing how sales and operations planning can affect supply chain efficiency and responsiveness.



Department Head **Chad Autry**, **Tom Goldsby**, **Ted Stank**, **Wendy Tate**, former faculty member **Ken Petersen**, and **Tom Mentzer**, a leading scholar at UT who passed away, were ranked by *Supply Chain Management: An International Journal* as among the world's best researchers in the field for the quality, quantity, and scope of their scholarship.

THE HASLAM COLLEGE OF BUSINESS HOSTED THE 2020 SCAN HEALTH VIRTUAL BUSINESS CASE COMPETITION.

CHANCELLOR'S Awards

While the annual Chancellor's Honors Banquet could not be held due to COVID-19, faculty, staff, and students were recognized in a remote presentation of awards.

TORCHBEARER AWARD

Mustafa Ali-Smith

Mustafa Ali-Smith, of Nashville, is a December 2019 graduate of the Haslam College of Business with a major in public administration and a minor in political science. Ali-Smith served in multiple leadership roles with the Jones Center for Leadership and Service and was founder and first president of the Student Political Alliance, a senator in the Student Government Association, a Daily Beacon columnist, a member of the Kappa Alpha Psi fraternity, and president of UT's NAACP chapter, dedicating his time to uplifting underrepresented students on campus. His life's mission is to create a more equitable world and disrupt the barriers that hurt marginalized communities. Ali-Smith is currently pursuing a Master of Liberal Arts with a concentration in law, crime, and race at the University of Pennsylvania.

"The culmination of my undergraduate years has been filled with many great memories and people, but if I were to identify one favorite memory, it would be becoming a member of Kappa Alpha Psi Fraternity, Inc.," said Ali-Smith. "This lifelong organization taught me values that I will carry with me throughout my life—brotherhood, service, and altruism. I am thankful for all of the brothers within this illustrious organization, especially those that have shaped my experience on Rocky Top."

L. R. HESLER AWARD

Russell Crook

Named for a longtime head of the botany department who also served as dean of the College of Arts and Sciences, the L. R. Hesler Award recognizes exceptional teaching and service. Crook, the First Horizon Professor of Management, teaches strategic planning and implementation. He helped create the TakeOff program to provide support and guidance to first-generation business students from disadvantaged backgrounds. Crook continues to hold a leadership role in TakeOff in addition to being an active member of the college's Diversity Council and contributing to other service initiatives within the university and community. He was recently elected to a five-year leadership track with the Southern Management Association.

When asked what it means to be a Volunteer, Crook said, "Candidly, I don't think I could articulate it any better than the Volunteer Creed—'One that beareth a torch shadoweth oneself to give light to others.' I think it is incumbent on everyone in the Volunteer family to share light in any way they can."

MOLL





ANDERSON

The Gift of Encouragement

Moll Anderson's early struggles have transformed into her greatest gifts to others. Following a divorce as a young adult, she became the single mother of a two-year-old. The experience of trying to fill the role of two parents and put food on the table left an impression. "I tried to keep life as normal as possible for my son, but it was a struggle," Anderson says.

Photograph by Nathan Schroeder.

Despite the odds, she succeeded.

Anderson pursued a career in broadcasting, raised her son, and sent him off to college. At age 40, she moved from Phoenix, Arizona, to Nashville, intent on a new beginning. She wanted to chase the natural talents that emerged in childhood, when she'd spent time making slipcovers for toy furniture and repainting dollhouse walls.

"When I was eleven, I wanted to move my bedroom furniture around to create new living spaces," she says. "I've always had a knack for interior design, an innate ability to understand space and scale, but I had never viewed it as a career possibility."

Starting Fresh

Settled in Nashville, Anderson started a new job in a furniture store. Her first interior design client led to more work and soon she launched her own highly successful company. "I'd never had the opportunity to go to design school, but what I didn't know actually served me," she says. "For example, I didn't know you couldn't design a 3,000-square-foot house in three months, so I went for it." She became known for interior design that was both quick and cost-efficient.

Early in her new career, Anderson met Kitty Moon Emery, a successful Nashville businesswoman with a host of accomplishments to her credit. An acquaintance recommended that the new designer make a connection with Emery, one of the most powerful women in Nashville. When Anderson ran into the legend at a meeting, she recounted the recommendation that they meet. "She replied, 'I think you're right.'" Emery invited Anderson to her office, listened to her ideas, and offered warm encouragement. "She gave me the ability to believe in myself, make mistakes, and go for it," says Anderson. "She was a wonderful mentor."

With Emery's encouragement, Anderson's career continued to flourish. She landed a book deal and has since released three more titles on interior design topics and become a *New York Times* and *USA Today* bestselling author.

Adopted Alumnus

Since she's so involved with its students and programs, most people assume that Anderson attended the University of Tennessee, Knoxville, but her love for the institution grew out of love for her husband, Charlie Anderson (HCB, '76).

Soon after their marriage in 2004, Moll was asked to serve on the dean's advisory board and became familiar with the college, its faculty, and students. Since then, the couple's work has included establishing the Anderson Center for Entrepreneurship and Innovation at Haslam. "We're both entrepreneurs, so being involved with the center has been very meaningful," says Moll. "We're passionate about it and want other people to get the kinds of chances we've had."

They also created the Moll Anderson Scholarship, an endowed scholarship earmarked for single parents. For Moll, the fund has been a way to turn her own experience into helping others. The primary aim of the scholarship is to give students a leg up on changing their lives through education.

THIS PAGE: Juliya Lyutaya and son with Anderson. **OPPOSITE PAGE:** (top, left to right) Jessica Leigh Pujado, Juliya Lyutaya, Kelsey Love Caughron, Chancellor Donde Plowman, Hannah Axley, Moll Anderson, Kimberly Smith, and Renae Maggart gather in Anderson's suite at a UT football game; (bottom, left to right) Moll with Kelsey and her three children.





Building A Community

When the Andersons established the scholarship program, Moll wanted it to be more than just a monetary donation. She made an effort to connect with each recipient. “There had never been a scholarship for single parents before, so it was new territory,” she says. “Once I realized what a difference it was making, I wanted to get more involved.”

Over the past several years, she has built relationships with many of the recipients, primarily young moms. She’s hosted them for meals, invited them on trips, and played a supportive role in their lives through the ups and downs of college life. “I get so much more out of this than they possibly could,” Moll says. “They are beyond smart, and it’s amazing how strong they are, doing what they are doing and achieving what they are achieving. They are all extraordinary.”

When 19-year-old Renée Maggart discovered she was expecting a baby, she made a firm decision to finish college as soon as possible. About halfway through her program, she was selected as a Moll Anderson Scholarship recipient. “A huge burden was lifted,” she says. “When you are responsible for the life and health of a child, the ability to graduate without student loans is a game-changer.” Maggart has since graduated with her master’s, found a job, and created the home she wanted for her son.

She appreciates Moll’s commitment to thoughtful giving. “She asks questions and wants to know what she can do to help other single parents in the college,” Maggart says. “She is fully invested in changing the lives of not just the scholarship recipients, but every student who is raising a child on their own.”

Recently, Moll scheduled a series of Zoom calls to check in with the scholarship community and keep the encouragement flowing during the COVID-19 pandemic. The group calls are open to both current and past scholarship recipients like Kelsey Love Caughron (HCB, ’11). Moll, she says, fosters a community between the students. “We all understand the challenges of balancing children, college, and work, and come together to learn from each other whether we’re still in school, looking for a job, or thriving in a career,” Caughron says. “This scholarship is a great reminder that we’re not alone.”

Hannah Axley (HCB, ’16, ’17) appreciates Moll’s openness. “She’s the most down-to-earth person, yet she’s powerful and inspiring,” says Axley. “When I returned to college after having my son, I knew I lacked the self-confidence to finish. Looking back now, having earned two degrees and a professional certification, I can say that knowing Moll believed in me was the push I needed to succeed.”

Kimberly Smith (HCB, ’11, ’16) also draws strength from Moll’s encouragement. “She motivates me to live up to the potential she recognizes in me,” says Smith. “Because of support from her and other sponsors, I now have a wonderful career that I love and the ability to impact my community.”

Moll is a staunch believer in the power of mentorship. “It’s one of the most important gifts we can give,” she says. “We all have something we’ve struggled with and overcome. We all have something to share.” ●

This scholarship is a great reminder that we’re not alone.



Statistics

Statistics June 10, 1942

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Punch card system

(1) Start card thru machine - to desired column - punch desired no.

(2) Plunge - like punching machine - plungers strike into hole - if hole is punched stop. If proper hole is not punched plungers stop. mistake is checked.

(3) Cards being thru machine - cards are fed into sorting machine - machine in which there are 2 electrical brushes -

Run machine to take care of one column - all 1 in one trip - all 2 in another -

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(4) Run cards thru machine - thru columns - when

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& NOW



Statistics



Complex mathematical formulas enable the practice of statistics today, just as they did in the early years of Haslam's program. But while the math hasn't changed, the way students learn looks much different. In the 1940s, business statistics students sat at metal desks, copying professors' words on college-rule notebooks. Today, many sit behind laptop computers in their apartments or dorm rooms, interacting with professors through videoconferencing apps and collaborating with other students from afar.



A LOOK BACKWARD

IN 1942, Jane Greer Puckett sat in an introductory statistics course and took copious notes. She worked the problems behind simple linear regression by hand, utilizing calculus equations and other mathematical skills.

Puckett became the first undergraduate student to complete the business statistics program at the University of Tennessee, Knoxville, in 1943. From there, she put her skills to work at Y-12 in Oak Ridge as a mathematician-statistician during the Manhattan Project. Puckett is one of nine women featured in Denise Kiernan's book *The Girls of Atomic City*, a 2017 national bestseller.

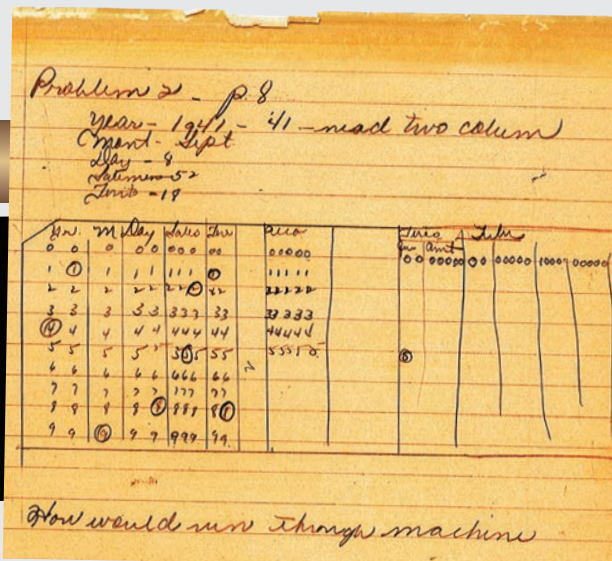
More than 75 years after Puckett's graduation, distinguished lecturer Charlie Cwiek found Puckett's class notes inside an old file cabinet in his office at Stokely Management Center. One set of notes documents an introductory statistics course from June 1942. "They read a lot like what we'd say today as far as defining the study of statistics," Cwiek says. "Many of the basics have remained constant."

There are some striking contrasts. In the 1940s, students in business statistics were required to have a working knowledge of higher math, particularly calculus. "Back then, they were still in the period of developing statistical techniques," says Cwiek. "Someone seeking a degree would probably be expected to make a contribution to that development, which requires a knowledge of calculus." Today, the focus has shifted toward learning and implementing existing statistical

techniques, and the curriculum has expanded to include necessary digital skills such as coding.

Because analytics professionals work with large volumes of digital data, part of their job is to find the information they need to solve problems. "Businesses are drowning in data but starved for information," Cwiek explains. "The challenge is figuring out how to get useful information from large amounts of data." Data mining has become its own sub-discipline and plays a prominent role in today's statistics landscape.

Even in Puckett's day, business professors recognized the coming changes with the advent of the digital age. "With her notes, I found a homemade facsimile of an IBM punch card Puckett made from an index card," says Cwiek. "Although they didn't have computers at the university at that time, professors knew what was coming and prepared their students to succeed in the future."



ABOVE: (left to right) Charles Thigpen, Department Head, 22 years, Jane Greer Puckett, first B.S. in Statistics (1943), and Edward J. Boling, first M.S. in Statistics (1950) and President of the University, 18 years, taken at the 1988 meeting of the statistics club, Sigma Mu Alpha; Greer's notes from 1942—a facsimile of an IBM punch card.



THE FUTURE IS NOW

STUDENTS IN Haslam's business analytics program today have the option to take some courses online. Brian Stevens, senior lecturer in business analytics, started teaching a hybrid version of Statistics 201 six years ago using a videoconferencing platform. Students had the option to attend class in person or follow along from their personal devices. Stevens got positive responses from many students, and he started to explore the new possibilities technology offered.

He connected with senior IT technologist Dwight Campbell and with Mark Collins and Jason Greenway at Haslam's technology-enhanced education office and was impressed with the fresh vision of possibility they painted. Stevens started to make higher quality, standalone videos that students could watch on their own time.

He uploaded the videos to YouTube, and in the process realized he could start broadcasting a class on the platform instead of using Zoom. Since students were already familiar with YouTube, the platform allowed him to meet them on familiar ground. His class immediately engaged with the interactive features.

A professed child of technology, Stevens brings that savvy to his teaching style. "I run my class like it's a show," he says. "I want the students to have fun, make jokes, and enjoy themselves, because I know I have to keep their eyes on the screen."

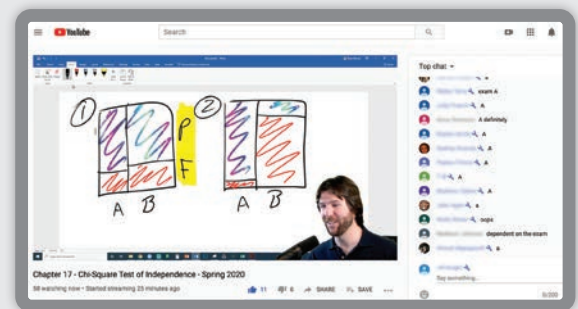
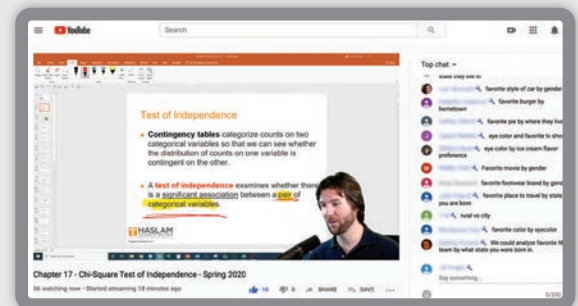
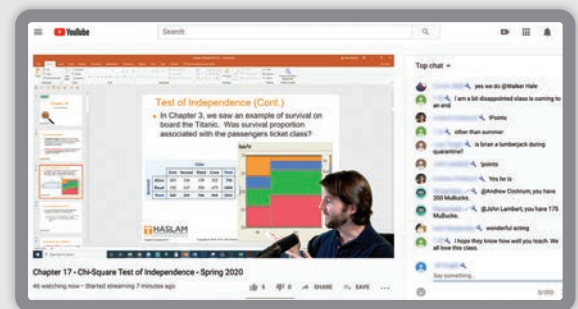
There's a lot to keep track of for Stevens as he teaches a class, but he thrives on the challenge of keeping up with the live chat stream while carrying out his lesson plans for the day. Some sessions function like a live online lab, where Stevens will work a problem with students when they ask for help. They also can ask him to do a "speed run" to review a topic. "I have to explain it as quickly as possible, so I go straight through without stopping," he says. "Unique things like that catch their attention and keep the pace moving forward."

Student feedback is overwhelmingly positive. They enjoy the class atmosphere and, most importantly, stay engaged to learn what they need to know. "The amount of energy that he puts into his YouTube channel is incredible," Andrew Wind, a junior in business analytics who took Stevens' online course in the fall, says. "It kept me entertained and focused, and was honestly one of the best online class experiences I've had."

Amber Heatherly, a junior in business analytics, appreciates Stevens' willingness to answer questions and engage with students. "He always makes time to help us, whether in person or online," she says. "That really stands out. If I have a question, I don't hesitate to ask."

In addition to interactive YouTube class meetings, Stevens draws problems from an online curriculum and utilizes a browser lockdown tool to administer exams. Even though the class is immersed in technological innovations, it still retains elements of the past: he uses a real whiteboard in his office to work problems as he broadcasts live classes.

"Education really hasn't changed," Stevens says. "It's still very much about building connections with students, but today we're asking new questions: 'How do we deliver a class over the internet? Will students get the same experience? Are we meeting the metrics we had before shifting to online learning?' I've always been under the impression that online learning can be better than classroom learning if we really invest in it—and I'm glad we're doing that here at Haslam." ●



ABOVE: Brian Stevens holds class on April 21, 2020, a review before the end-of-semester exam. Along the right side of each panel is the streaming chatboard where students answer and ask questions, and communicate with one another.

KENZIE CARLSON

Collegian of the Year

Kenzie Carlson has always had a knack for event planning. As a child growing up in Brentwood, Tennessee, she created elaborate plans for imaginary parties, complete with invitations. In high school, she put her skills into practice, planning parties for friends and even organizing prom. As she fine-tuned her logistical skills, she discovered that she really loves coordinating events. Entering the accounting program at the Haslam College of Business, she set her sights on the behemoth of the event planning world: weddings. “They’re such big events with so many details,” Carlson says. “I loved the challenge and was all in.”

While earning her accounting degree, she continued to pursue her interest in event planning through an internship with a Knoxville-based wedding planner. She also got involved with Delta Sigma Pi (DSP)

Professional Business Fraternity, using her organizational skills to dramatically improve Haslam’s chapter. This year, Carlson was selected as DSP’s 2020 Mid-South Regional Collegian of Year, one of the highest honors the fraternity bestows on a collegiate member.

Last year, Carlson launched her own wedding planning business, aptly titled I Do... Weddings. “I started by offering free services to a few brides, just to get my feet wet,” she says. “Then I did a little advertising, launched my website, and got a couple of inquiries.” Since then, Carlson’s business has grown along with her conviction that wedding planning is her passion. “Long term, this is definitely what I want to do.”

Carlson’s study of accounting dovetails well with her event planning work. Originally, she saw it as a skill she could apply to event planning, but she’s grown to love it for its own sake. “I’m definitely interested in public accounting and the experience I can gain from it,” she says. “That’s why I decided to do the Master of Accountancy (MAcc) program.”

This summer, Carlson plans to do a remote summer internship with RSM US, LLP in Chicago before entering the MAcc program at Haslam. She envisions working in public accounting after graduation while continuing to operate her wedding business. “My dream is to divide my time between accounting and wedding planning,” she says. “And I’d like to be in Knoxville because I love the city and the wedding industry here.” ●

Spring 2020 marked the launch of the final course in the Haslam Prepared series, BUAD 405, which focuses on students' impact after graduation, specifically emphasizing community engagement, servant leadership, and alumni involvement. As part of the course, students initially were slated to complete 10 hours, but this requirement was

adjusted to five because of the COVID-19 outbreak.

COLLEGE-WIDE



Four Haslam students—Kara White, business analytics, Carly Mangum, supply chain management, Alexander Owens, finance and Cooper Atteberry, supply chain management—competed in the Heavener International Case Competition in Gainesville, Florida. Eddie Armbrister and Mark Collins coached them for the competition.

Career Events Several on-campus and virtual career events were held for students during the semester, including:

Career Leadership Academy (JANUARY 10)

Supply Chain Management Career Expo (FEBRUARY 3)

Spring Job and Internship Fair (FEBRUARY 4)

National Collegiate Sales Competition Virtual Career Fair (MARCH 31)

SEC & ACC Virtual Career Fair (APRIL 2)

CFP Board Online Career Fair (APRIL 2)



COMMUNITY OUTREACH

Haslam hosted 60 fifth graders from Emmett Elementary School in Bristol, Tennessee, for an interactive day of learning and fun in the fall. The students met with Mark Willoughby, director of student engagement at Haslam, Stephen L. Mangum, dean of the college, and Lane Morris, Haslam's associate dean of undergraduate studies and student affairs. The visitors also posed for photos with UT mascot Smokey and members of the Spirit Squad.



Haslam students touring Cuba.



Haslam students in Costa Rica.

Haslam's **First-Year Experience** in Cuba students tried out their fancy footwork learning to salsa, spoke with locals at Cuba's only English bookstore, and learned about how private businesses function in the Cuban economy.

The first **Haslam Serves** initiative, a college-based service activity at Beardsley Farm, engaged students in volunteer opportunities around the community.

Haslam students on the **First-Year Experience** program in Costa Rica observed how coffee gets from fruit to

cup and how the process impacts the environment and economy.

The **Spring Haslam Student Organization Fair**, which engages undergraduate students in business-focused student organizations and opportunities in the college, took place January 14-15.

Haslam student leadership groups (ambassadors, presidents' council, student advisory council, and the diversity advancement program) visited Pilot Headquarters and interacted with James A. Haslam III in February.



The Global Supply Chain Institute's new recruiting event, the Supply Chain Management Career Expo, drew 192 students, who had an exclusive opportunity to network with 19 Supply Chain Forum partners.

SUPPLY CHAIN MANAGEMENT



Alumna Cassidy Hunsucker with Supply Chain Management students.

NEXXUS WELCOMED CASSIDY HUNSUCKER, GLOBAL DEMAND MANAGER AT ELO TOUCH SOLUTIONS AND UT ALUMNA, FOR A DISCUSSION ABOUT YOUNG WOMEN'S PERSPECTIVES ON DIVERSITY AND INCLUSION IN THE FIELD OF SUPPLY CHAIN MANAGEMENT.

The Masters in Supply Chain Management program held a webinar in March for potential students to gain information about how the program jump-starts students' careers and broadens their expertise in the emerging supply chain field.

The Department of Supply Chain Management held its Student Engagement breakfast on February 12.

The Management Society of the University of Tennessee received the 2019-2020 Haslam Student Organization Event of the Year award for its Meet the Employers event.

MANAGEMENT & ENTREPRENEURSHIP

PHILANTHROPY
\$1,500

The Management Society donated more than \$1,500 to its philanthropic partner, Mobile Meals of East Tennessee, helping to ensure home-bound seniors continue to receive meals during the COVID-19 pandemic. The group completed a productive year, including holding its executive board strategic planning retreat at the Amazon Fulfillment Center in Chattanooga, a member excursion to the Radio Systems corporate headquarters, two professional development workshops for its members, and visits by six corporate guests as part of the Management Society Speaker Series.

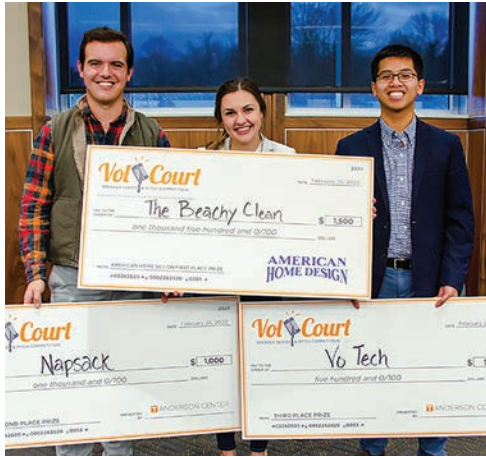
First-place winners of the fall 2019 Bi-annual Organizational Behavior Case Competition included **Madelyn Bomar, Mallory Gafford, Matt Andzulis, and Paige Breske**. The spring competition was conducted online with video presentations. The winning group included Claire Benson, Keith Fowkes, Mykal Pinney, and Keenan Sudderth.

UT's **Society for Human Resource Management (SHRM)** chapter had two winning teams this year at the state SHRM conference. A team of four undergraduates and a team of four graduates took first place in the SHRM Games in Chattanooga for 2019-2020.

For the ninth year, UT **SHRM** was awarded the Superior Merit Award Chapter by National SHRM. The organization volunteered more than 260 hours to non-profits this year including Pedal for Alzheimer's, Fantasy of Trees, Samaritan's Purse, and Junior Achievement. Members also participated in Junior Achievement for the ninth year with some 20 students volunteering in elementary and middle school classrooms teaching business skills to students.

More than 50 **human resource management (HRM) students** completed internships throughout the fall and spring semester in the East Tennessee community.

Eight **HRM undergraduates** took the SHRM certification course and passed their SHRM-CP.



VolCourt

SPEAKER SERIES & PITCH COMPETITION

Genesee Semon's Beachy Clean, a company offering non-toxic cleaners in reusable bottles, won first place in the spring 2020 Vol Court Pitch Competition. Second place went to **Dalton Maddox** for Napsack, an idea for bags created to safely store outdoor gear. Third-place winner **Hoangnha Vo** pitched Vo Tech, a mobile application offering users the option of contacting emergency services through the use of a passphrase.

ANDERSON CENTER FOR ENTREPRENEURSHIP AND INNOVATION

GRAVES BUSINESS PLAN COMPETITION

The Graves Business Plan Competition produced six start-up business winners in fall 2019.

Joshua Friday's Slide & Ride, a safety device for rodeo riders, placed first in the lifestyle business category. AltFair, created by **Wilson Garrett, Hugh Gentry, and Jace Smith**, won first place in the growth business category. The company's software aims to streamline the exchange of data between students and companies during career fairs.

Second place in the lifestyle business category went to Coonhound Camping. The company

provides full-service camping setups in the Great Smoky Mountains National Park and surrounding areas. The company is co-owned by **Jeremy Piper, Christopher Mikulec, and Michael Richards**. Yeat, a new type of food delivery service developed by **Frank Gao and Ashley Chena**, won second place in the growth category.

Two student startups that participated in the Graves Business Plan Competition, **Andy's Beekeeping** and **Abled Magazine**, were named to the national Student Startup Madness pitch competition in February.



27

SCHOLARSHIPS

The department awarded 27 scholarships totaling more than \$50,000 for the upcoming academic year. Among these, the Pearl and Edward Moore Scholarship for Overall Achievement was awarded to **Braeden Sheppard** and **Julia Wiant**. **Nicholas Delos Santos**, president-elect of the Economics Club, won the J. Fred Holly Scholarship for Service to the Department.

Mustafa Ali-Smith, a December graduate with a degree in public administration and a minor in political science, was named one of six Torchbearers by the Chancellor for 2020. The Torchbearer award is the highest honor the university bestows upon undergraduate students. Mustafa is the fifth economics student to be named a Torchbearer in the last five years.

ECONOMICS

The Economics Club hosted faculty presentations from other colleges and held twice-monthly meetings surrounding student-led discussions of current issues ranging from the economic impact of automation to analyzing the rise in the cost of living attributed to increasing urbanization. Nine students accompanied Ken Baker and Ben Compton on the annual Washington, DC, trip. The members met with research economists from the Federal Reserve, USAID, the Council of Economic Advisors, and the Pentagon.



MAX MCGEHEE

Rise and Grind

To Max McGehee, coffee is a universal language.

“It’s a peaceful product that everyone seems to enjoy,” he says. “Coffee brings people together.”

Ultimately, McGehee wants to build a career at the intersection of coffee, international relations, and supply chain management. Interested in how people interact around the globe, he spent time as an undergraduate studying abroad in Spain, China, and Costa Rica. Those experiences impacted his view of humanity. “The more I traveled, the more I saw how alike we all are, yet how our differences enrich our relationships,” McGehee says.

After earning an undergraduate degree, McGehee took a position as an international student recruiter at his alma mater, Western Kentucky University. A perfect fit, the job allowed him to continue traveling with the mission of bringing

diversity and perspective back to the university.

McGehee’s role also involved processing applications and assisting with legal documents necessary for students to study in the United States. As he worked on planning and development for the program, he became interested in marketing strategy. “That type of planning drew me to supply chain,” he says. “I saw how analytics were driving the decisions we made, and I knew I was interested and wanted to develop those skills further.”

That’s when McGehee decided to apply to the Haslam MBA program. Now approaching graduation in December 2020, he has appreciated the small cohort, atmosphere of collaboration, and the diversity of professional backgrounds in the full-time program. His fellow students who hail from nonprofit, government, and military backgrounds as well as supply chain, have challenged him to approach problems in new ways and ask more intelligent questions.

In the future, he envisions a position as a global sourcing planner for a coffee company. “Cultural consciousness and sustainability are driving demand in the coffee industry, and I don’t think we’re at the peak yet of what companies are going to offer,” McGehee says. “It would be exciting to be part of an industry I’m passionate about, utilizing my skills in supply chain management and cultivating international connections.” ●



MARKETING

AMaZe volunteers gained real-world marketing experience to build their skills and resume during spring semester by working with four corporate partners to enhance the partners' marketing strategies. The student-run group, which operates through UT's chapter of the American Marketing Association (AMA), welcomes members from all majors. Anyone from freshmen to graduate students can join.



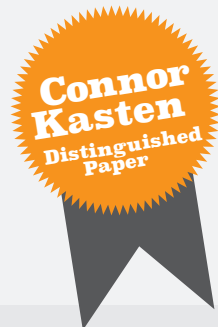
THE AMERICAN MARKETING ASSOCIATION—UT CHAPTER RECEIVED THE

AAF BIG WIG TROPHY FOR BEST STUDENT CLUB IN 2019 BY AMA KNOXVILLE.

FINANCE

CONNOR KASTEN, A FINANCE PHD STUDENT, WAS SELECTED AS A 2020 EASTERN FINANCE ASSOCIATION DISTINGUISHED STUDENT PAPER AWARD WINNER AND A

SEMI-FINALIST FOR THE OUTSTANDING DOCTORAL STUDENT PAPER AWARD



ONGOING RELATIONSHIP

In fall of 2019, students in BUAD 242 participated in a real-world capstone project with multidisciplinary data provided by Pilot Corp. Sixteen students presented their findings to Pilot executives. Feedback from Pilot was so positive that the partnership continues between the company and course.

ACCOUNTING & INFORMATION MANAGEMENT

As the culmination of a semester-long project, students in Lauren Cunningham's **MAcc class** had the chance to get feedback from UT alums and recruiters from Coulter & Justice, DHG, Pugh CPAs, PwC, PYA, and RSM. The students practiced interacting and talking with professionals using common audit language, simulating what it would be like to "debrief" an audit partner on their fieldwork and preliminary risk assessments.

Led by faculty advisor Amelia Hart, UT's **Beta Alpha Psi** chapter won the Innovation Category at the 2020 Southeast Regional meeting in Louisville, Kentucky, which came with a cash award. The chapter also won third place in the overall Best Practices competition. Thirty institutions competed across three categories in the competition sponsored by Deloitte.

TOP 10 PUBLIC ACCOUNTING PROGRAMS

Department of Accounting and Information Management graduates ranked in the top ten of all large public accounting programs in the most recent rankings of first-time pass rate of certified public accounting (CPA) exam candidates.

Rankings

BUSINESS ANALYTICS & STATISTICS

Kara White from Haslam and Tyler Caldwell and Juliette Easley from the College of Arts & Sciences competed in the Hanes Case Competition at Elon University, placing fourth overall.

Melton Scholar **Sabrina Churchley's** research with Bogdan Bichescu into how hospitals can reduce the number of patients leaving their local service area for surgeries won third place at the 2020 EURECA symposium.

Haslam in the time of COVID-19

IN MARCH 2020, the COVID-19 crisis began impacting every aspect of society in the United States, forcing schools, restaurants, and non-essential businesses across the country to close their doors. Faced with a campus-wide shutdown at the University of Tennessee, Knoxville, the Haslam College of Business rose to the challenge. The college's technology experts worked to ensure the smoothest possible transition for students and faculty members as all classes moved online after spring break.

Mark Collins, director of the Office of Technology-Enhanced Education, surveyed each department to find out which faculty members needed technical assistance and stayed in contact to ensure they received it. Collins and his colleagues have continued to work overtime, creating training videos and other materials to ease the burden on faculty and students. The college used Respondus, a secure online test administration tool, for exams this semester. "We're committed to providing the best experience for students while protecting the integrity of the assessment process," says Collins. "Throughout this challenging period, we've been impressed with the can-do attitude of both students and faculty. It's Haslam at its finest."

The college's technology experts worked to ensure the smoothest possible transition for students and faculty members as all classes moved online after spring break.



Educators who already had online teaching experience came alongside those who were new to the medium. Training sessions were held to show people how to use the platform and troubleshoot problems. Brian Stevens, senior lecturer in business analytics, says shifting a classroom from physical to virtual is challenging, especially on such short notice. "It's harder to read students' faces and non-verbal communication when you're teaching online," Stevens says. "You have to find new ways to engage, and it's tough."

Student Amber Heatherly admits that the shift has been challenging. "I love being in class and able to go up to the teacher and ask questions," she says. "Switching to online has been hard for me because I don't get that interaction." Yet Heatherly appreciates the efforts of college and university faculty, staff, and administrators to make the best of a difficult situation. "We know this wasn't anyone's choice, and they have done a great job keeping in touch with us and staying involved."

Even while adhering to social distancing guidelines, student Andrew Wind is finding ways to bridge the gaps. "I've been able to create online study groups and host virtual quarantine parties, and it's been great to connect with my classmates that way," Wind says. He has also seen classes become more streamlined as time goes on. "Faculty members are getting better at using the technology," he says. "A few of my classes are more difficult to translate to the online format, but for the most part, I've realized that many courses can work just as well online." ●

ABOVE: Amber Heatherly at home in April; online class with Brian Stevens's Stat 201 class. **AT LEFT:** Andrew Wind in his apartment in April; a chat with Professor Mark Moon via Zoom before class began.





The inaugural **Career Leadership Academy** was presented, promoting professional development for Haslam undergraduate and graduate students through interaction with employer partners and alumni. Various companies designed and facilitated a total of six career seminars that showcased specific career paths to approximately 50 students. The seminars allowed graduate and undergraduate students to work together on interactive activities for a given topic and learn more about relevant skills for a specific career. Alumni also took part as guest speakers during TedTalks-inspired presentations. *(Read more on page 38.)*

GRADUATE & EXECUTIVE EDUCATION

41 POINT JUMP IN GMAT SCORES

As determined by *Poets&Quants*, Haslam MBA student average GMAT scores over the last five years have jumped 41 points, to 657. That rise marks the biggest gain in average GMAT of any school in the ranking, which makes the Haslam MBA program the leader in average GMAT score increase among *Poets&Quants'* Top U.S. MBA programs between 2014 and 2019.



Graduates of Haslam's MBA program saw their average starting salary leap by 27 percent between 2018 and 2019. The 2019 MBA graduate average pay was \$99,108, up from \$77,995 in 2018, representing a record \$21,113 increase. Master's of Business Analytics (MSBA) graduates took home an average of \$83,034 this year, an increase of nearly 7 percent.

BIG ORANGE COMBINE

Nine UT students, **including six from the Haslam College of Business**, spent the week of Super Bowl LIV in Miami working the Super Bowl Experience and Game Day. Debbie Mackey, distinguished lecturer from Haslam, and Ashley Smith, student life director for the Thornton Athletics Center, led the trip. Known collectively as the Big Orange Combine, the students who made this year's trip were: Alyssa Andreno (sports management), Erin Gilroy (supply chain management), Ruth Ann Reason (human resource management), Wade Sluss (human resource management), Mariah Smith (kinesiology), Trey Smith (sports management), Mary Jo Swearingen (human resource management), Waverly Whiston (accounting), and Tyler Young (business analytic and statistics and supply chain).



The 11th cohort of Greg & Lisa Smith Global Leadership Scholars, Class of 2020.

SMITH GLOBAL LEADERSHIP SCHOLARS

11th COHORT

The 11th Greg & Lisa Smith Global Leadership Scholars class graduated 24 members in 2020. Caroline Jones and Connor Clarke received the Class Leader Award. Members of the class distinguished themselves highly in their time at UT:

FIVE ARE CHANCELLOR'S HONOR PROGRAM MEMBERS

ONE IS A CLS SERVICE MEDALLION RECIPIENT

FIVE ARE HASLAM BUAD 100 PEER MENTORS

ONE IS A HASLAM SCHOLARS PROGRAM MEMBER

TWO ARE HCB AMBASSADORS

THREE ARE SCM SCHOLARS OF DISTINCTION

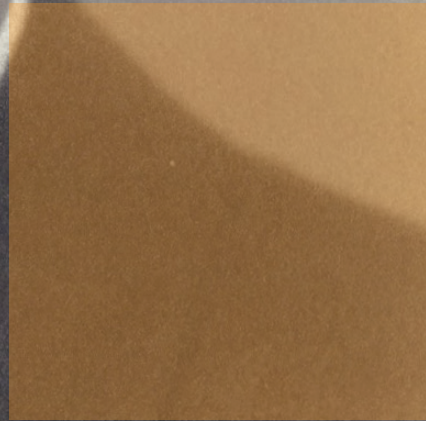
TWO ARE SCM SCHOLAR OF DISTINCTION PEER MENTORS

FOUR ARE CUM LAUDE

THREE ARE MAGNA CUM LAUDE

ELEVEN ARE SUMMA CUM LAUDE

LAUREN LATTURE WAS NAMED THE 2019 SMITH GLOBAL LEADERSHIP SCHOLARS ALUMNA OF THE YEAR.



JAN KERCHEVAL

Helping Students Succeed: A Family Tradition

JAN KERCHEVAL (HCB, '64) grew up surrounded by the inner workings of the University of Tennessee, Knoxville. Her father, George Wagoner, taught for 32 years at the Haslam College of Business, and many of her parents' friends also were professors and administrators. For Kercheval, entering the university as a student was a natural progression.

"I chose to major in accounting because at the time, it was a field women could participate in," she recalls. "I always knew I wanted a career." Kercheval worked for many years in public accounting and as a financial officer with a real estate management and development company.

As an undergraduate, Kercheval registered for one of her father's courses. "He taught one of the first computer classes back when you wired boards and used punch cards," she says. At home, Wagoner was often reserved, but Kercheval remembers seeing a new side of him when he became her professor. She felt her father was in his element when teaching, becoming vibrant and animated. Clearly having fun, he radiated a love for teaching and for his students.

Wagoner and her mother made her a part of their university life. The couple hosted gatherings at their home for both students and professors and included their children. "I had the pleasure of meeting and getting to know professors from many different colleges on campus," says Kercheval. "I felt very much a part of everything."

Wagoner often was so focused on his work at the college that his family teasingly called him an absent-

minded professor. Kercheval recalls one Sunday morning when he proved their point. "We were in the car dressed to go to church, and he pulled into the parking lot at the College of Business," she says. "He got out of the car while the rest of us just sat there. Then he looked around, realized his mistake, and said, 'Oh, it's Sunday.'"

Elise Palmer-Schneider (HCB '58, '60, and '63) was one of Wagoner's students. After starting out in the secretarial program, she became one of the youngest women ever to complete a doctorate in education at the university and later became the first female president of a community college system in California. "Without Professor Wagoner's genuine interest in my skills and his encouragement to continue my education, I wouldn't have moved forward," Palmer-Schneider says. "When someone truly believes in your abilities, the sky is the limit."

Kercheval's son, Mark Willis (HCB, '92), studied accounting at Haslam and his daughter, Meg, continues the tradition today as an undergraduate in business analytics. Willis describes his grandfather as a lifelong learner who drew tremendous joy from teaching others. "He was both patient and kind in his teaching, yet he loved to challenge students."

Recently, Kercheval established an endowment in her father's memory. She hopes to honor her father, whose life was so connected to helping his students succeed, through the gift. Her father's greatest strength, after all, was his passion and love for his work. "That spirit was very contagious and he inspired his students to achieve," Kercheval says. "That's one of the most important traits you can have as an educator." ●

OPPOSITE PAGE:

George Wagoner's faculty photo as a Haslam College of Business professor; Jan Kercheval with her dad; Wagoner entertaining colleagues; Wagoner in Stokely Business Building. **THIS PAGE:** Kercheval's son, Mark and granddaughter, Meg, marking the family's third- and fourth-generation attending the University of Tennessee.



Donor Report

LISTED ON THE

following pages are those individuals, organizations, corporations, and foundations whose gifts of \$250 or more were received by the Haslam College of Business in 2019.

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

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

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MARK TASMAN A World of Toys

Mark Tasman (HCB, '75) knows the toy business. Over the past few decades, Tasman's company, Peachtree Playthings, has grown from a start-up to a multi-million dollar enterprise with products sold by major US retailers including Walmart, Target, and Costco.

A native of Cleveland, Tennessee, Tasman followed in his older brother's footsteps when he came to the University of Tennessee, Knoxville, as a student in 1971. He originally planned to attend law school but pursued a marketing major at the Haslam College of Business instead. "Marketing caught me as an interesting part of business," says Tasman. "Sales remains the biggest part of what I do, so I've used those skills throughout my career."

In the late 1970s, Tasman moved to Atlanta to take a job with a company that represented toy manufacturers. Four years later, he started his own similar company. "It was pretty difficult for a while," he says. "I was young and single, so I didn't have any obligations in that regard and could handle being broke."

Four years later, the company began to grow. Eventually, it became one of the largest in the south representing toy manufacturers. Tasman was one of the first people to represent Chinese manufacturers directly to retail chains in the Southern states. "That increased my understanding of manufacturing in Asia as well as importing, which became a unique part of our business," he says.

Around 1990, Tasman started to see a downturn in the market. "Many toy store and department chains began to weaken and go away," he said. Confronting

the necessity of being able to sell outside regional boundaries, the company decided to make goods under its own label. Over the next few years, Tasman and his team formed Peachtree Playthings and started to develop and sell their own products. Eventually, he moved his focus entirely to the new company. Today, Peachtree Playthings make toys, children's products, stationery, arts and crafts supplies, and back-to-school goods.

Tasman's talents as an entrepreneur run the gamut of business. "He's truly a self-made man with experience in manufacturing, importing, exporting, and retailing," says longtime friend and former Knox County mayor Mike Ragsdale (HCB, '75, '81). "But it's his amazing interpersonal skills that set him apart. People trust him because he's honest and unfailingly thoughtful."

When Tasman's daughter, Jordan, came to UT as a student, he enjoyed getting reacquainted with the college and the university. "I'd been going to football games for years, but I didn't have a deep understanding of how the university has changed and grown," he says. "When I took a tour, it was like pulling back a curtain and I started to see all these extraordinary things I hadn't noticed before. In particular, I was very impressed with Haslam."

Since then, Tasman has become involved through giving, visiting classes as a guest speaker, and recently joining the Department of Management and Entrepreneurship's advisory board. Anne Smith, department head and King and Judy Rogers Professor in Business, says she looks forward to learning from him. "Mark Tasman brings a global entrepreneurial perspective to our board." ●



YOUNG ALUMNI MENTOR UNDERGRADUATES THROUGH HASLAM NETWORK

THE HASLAM NETWORK, a mentorship program, began as a way to connect first-year students with juniors for a two-year mentor relationship. The juniors help first-year students navigate their transition to college and offer insights into classes and majors during the second year, when sophomores are making important academic choices. “A former student initiated the program about four years ago,” Mark Willoughby, director of student engagement at the Haslam College of Business, says. “Another student, a graduating senior in business analytics, has helped us refine the process. He wrote a pairing algorithm that we now use to match first-year students with mentors.”

The college added another layer to the program by getting alumni involved. The Haslam Young Alumni Board seeks to engage Haslam’s young alumni community, foster a culture of giving, and support the college’s goal of excellence in education. Members are matched with first-year students and juniors in long-distance mentor relationships. When the board meets twice a year on campus, Haslam Network coordinators bring mentors and mentees together for a fun activity. “It allows them to network and interact in person,” says Willoughby. “The program is a great way to keep alumni involved in the life of the college and encourage them to give back in a meaningful way.” ●

ABOVE FROM TOP: The 2019 cohort of Haslam Network junior mentors and their freshman mentees; Kara White, Class of 2020, business analytics major, presents the pairing algorithm used to match students; (Left to right) Allie Munro, junior in Supply Chain Management, Tiesha Robinson, member, Young Alumni Board, Vincent Passafiume, member, Young Alumni Board, and Marshall Summar, junior in Supply Chain Management.



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Photos by Jared Worsham.

Career Leadership Academy

The undergraduate and graduate career teams at the Haslam College of Business hosted the Career Leadership Academy in January 2020. The all-day event was designed to enhance students' professional development through experiential learning in career immersion seminars, inspiring advice from alumni through TED Talks, and networking opportunities with employer partners. The University of Tennessee, Knoxville, Chancellor Donde Plowman spoke at the event, providing her insights on leadership. Representatives from Bush Brothers & Company, PYA, Lowe's, TVA, Eastman, and 84.51 led the seminars. TED Talk speakers included Mark Smith, senior director of global talent acquisition at SC Johnson; Korri Jones, senior lead machine learning engineer at Chick-Fil-A; Micah Johnson, COO and senior vice president at Bridge Public Affairs; and Bill Fitzgerald, vice president of channel and healthcare systems at ConvaTec.



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- Johnny Byrd
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Opposite: (top) Chancellor Donde Plowman gives key note address to attendees; (bottom) students engage in interactive leadership exercise facilitated by Eastman. **This page:** (top) Finance career seminar led by TVA; (bottom) Marketing career seminar led by Bush Brothers.

More than 60 undergraduate and graduate students participated in the event, and each of them received a certificate of completion. Undergraduate participants also received a badge that they could link to professional social media accounts such as LinkedIn.

“We consider this event a best-practice model of student engagement, employer partnership, and alumni relations,” says Pedro Gonzalez, director of career management for graduate and executive education. “There is no cost for employer partners to participate, and it provides an excellent opportunity to stay involved.” The 2021 Career Leadership Academy is set for January 22, 2021, and will include speakers from the State of Tennessee, Delta Airlines, Zone Swimwear, and PwC.



NEWLY ESTABLISHED ENDOWMENTS

Andrew N. Burns Accounting Scholarship Endowment

Dr. Harvey Castro PEMBA Excellence Endowment

E. Terry & Juanita Cowles Entrepreneurship Faculty Endowment

Anita and Clay Davis Business Scholarship Endowment

DHG Accounting Professorship Endowment

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 Anne D. Smith
 Reed Smith
 David W. & Renee N. Snell
 Van Snider
 Peter K. So
 Brian & Cheryl Spang
 Michael & Amy Spence
 Michael N. & Judith M. St. Charles
 Ashley Stewart
 Robert K. & Dorothy H. Stewart
 William & Diane Stumph
 Douglas & Lisa Surret
 Randy R. & Barbara L. Swanson
 Doug & Anne Swartz
 Richard & Sharon Tannahill
 Wendy L. Tate
 Lawrence & Lorrie Taylor
 Robert J. & Leona S. Thomas
 Art & Hasseline Thompson
 Gregory M. Thompson
 Owen R. & Margaret H. Thornton
 Robert J. Tilley
 Rebekah L. Tompkins
 Lee K. Toole
 Tami Touchstone
 Melissa A. Tribble
 Lauren Troutman
 Richard E. Tumblin
 Stephen R. & Donna M. Turbyfill
 Mimi Vaughn
 Frank E. & Shannon M. Venezia
 Erik E. & Shelby L. Vogeley
 John M. Wachowicz
 Patrick & Lisa Waddell
 Russell J. Wainwright
 James L. & Patricia G. Walsh
 Brian & Marianne Wanamaker
 Kenneth R. & Lisa O. Wayco
 Andrew M. Wellham
 John L. & Jean M. Wernicki
 Heather M. Whaley
 David W. & Benita W. White
 Jack W. & Rhonda K. Wiley
 Katherine A. Williams
 Eric P. Williams
 H. Scott & Susan Williams
 Richard V. Willmarth

David & Kelly Wilson
 Robert L. & Sharon N. Wilson
 William M. Wood
 Joseph L. & Elizabeth H. Wright
 Yazhen Xiao
 Lynn & Liz Youngs
 Alex R. Zablah
 Russell Zaretski & Haiyue Song
 Douglas R. Zink

Update



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

This update reflects information known as of April 30, 2020.

'70s



Jim Newsome (HCB '76, '77), president and CEO of the South Carolina Ports Authority, was presented with the Haslam Global Supply Chain Institute's Distinguished Service Award.

'80s

Barry McCall (HCB, '82) was recognized in Forbes' Best-In-State Advisor list for the State of Tennessee.

'90s



Brian Foley (HCB, '96, '97), national tax partner at EY, was Haslam's 2020 spring graduate commencement speaker.



Hobbs DeWitt (HCB, '98) is now vice president of supply chain at TruGreen, the largest U.S. provider of lawn care and tree and shrub services.

'00s



Noel C. Brown (PEMBA, '06) became regional vice president of clinical services with Healthcare Partners.

Ritchie Bros. appointed **Baron Concors** (EMBA, '07) chief information officer.

Jody Crane (PEMBA, '04) has been named the chief medical officer for TeamHealth.



True Health New Mexico announced **Mark Epstein** (PEMBA, '07) as its new CEO.

Paul Kivela (PEMBA, '00) is now a faculty member in the Department of Emergency Medicine with University of Alabama at Birmingham.



LTC George "Trey" P. Lachicotte (HCB, '00), was appointed as the department chair and professor of military

science and leadership at the University of Notre Dame in 2018.

'10s

Nadya Ally (ProMBA, '19) recently became a program analyst at Allegheny Science & Technology supporting the Department of Energy's Vehicle Technologies Office.



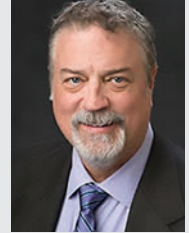
Eric Bean (PEMBA '16) is the medical director for community health for Lehigh Valley Health Network in Bethlehem, PA.



Jerry Blackwell (PEMBA, '14) was named president, chief medical officer, and board member for MedAxiom.



Kevin N. Brown, Sr. (PEMBA, '14) was appointed chief of neurology at the Minneapolis VA Medical Center.



Todd Eugene Carter (PEMBA, '18) is now chief anesthesiologist at Arctic Slope Native Association and professor of Clinical Anesthesia at the University of Cincinnati.

Matthew Castillo (ADMBA, '19), was recently promoted to colonel in the United States Air Force.



Russell Kenneth Chan (PEMBA, '18) is now an emergency medicine physician at Gwinnett Medical Center in Lawrenceville, GA.



Christian Clevenger (EMBA, '12) is CEO of Integrity Laboratories, which is one of only a handful of companies approved by the FDA to perform rapid testing for COVID-19.



Gordon Cohen (PEMBA, '10), founded the telemedicine company 89point6, which was recently featured in *Healthcare Dive* and is on the frontline of the coronavirus outbreak response, providing primary care for those self-isolating.

Carmen Colitz (DVM, '93, EMBA-SL, '19) was honored as a distinguished alumni by the UT College of Veterinary Medicine in May.

Will Daniel (PEMBA '15) is chief medical and quality officer and William T. Solomon Professor in Clinical Quality Improvement at UT Southwestern in Dallas.



Neeraj Desai (PEMBA, '16) is director and interventional pulmonology fellowship director at Chicago Chest Center.

Kevin Dooley (ADMBA, '19) was promoted to F-35 software expert for Joint Task Force ODIN.

Jonathan Ford (ProMBA, '19) joined Waupaca Foundry as production control manager.

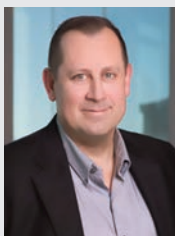
Lawson George

(ProMBA, '19) is senior manager of gulf coast supply for Pilot.



Patrick Godwin (PEMBA '16) is now chief of hospital medicine at Chicago's Jesse Brown VA Medical Center.

Shane Groves (ADMBA, '19), lead equipment engineer at Robins AFB, recently presented his research and work in the field of robotics, which is based in part on his Haslam Organizational Action Project, to Georgia Gov. Brian Kemp.



EnergySolutions recently made **Joe Heckman** (ProMBA, '18) president of the Waste Management Group.



S. Ryan Hoffman (HCB, '11) is now a partner in the law firm of Bass, Berry & Sims.

Michael Hostetter

(ADMBA, '19) was recently promoted to group director of the 76th Maintenance Support Group at Tinker Air Force Base.

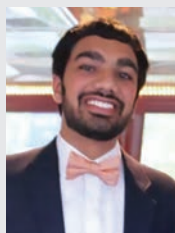


Meg Hutchinson's (HCB, '19) floral work through her company, the Florista, received national exposure when her arrangements were featured at the Teen Vogue Summit in Los Angeles.



Monica Jones (PEMBA, '11) became chief medical officer at Chattanooga's Erlanger East Hospital.

Jennifer Monroe (ProMBA, '18) became director of patient financial services for Ortho Tennessee.



Nikhil Morar (HCB, '19) and his team won ESPN's 2020 Hackathon.

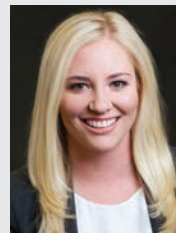


Vikash M. Negandhi (PEMBA, '13) is now CEO of Trust USA Home Health, LLC, in Sunrise, FL.



BAE Systems, Inc. promoted **Kenita Rainey** (ADMBA, '18) to site executive for its new Huntsville Business Center.

Emran Rouf (PEMBA, '15) is the health plan medical director and interim director of provider relations and contracting with Seton Health Plan in Austin, TX.



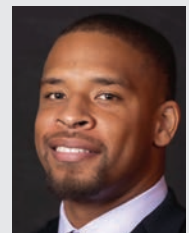
Stephanie Seybert's (ADMBA, '15) company, Sey Tec, was recognized by NASA astronaut Jeanette Epps for its contributions to the 2024 manned Artemis Lunar Exploration program.



Stephen Stack (PEMBA, '17), an adjunct faculty member for PEMBA, was named Commissioner of Public Health for the State of Kentucky.



Grant Taylor (HCB, '17) recently started a nonprofit, Freedom Rings, which is dedicated to fighting human trafficking.



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

Amanda Winkler, (ADMBA, '18) was promoted to research training officer at Oak Ridge National Laboratory. She will also start Officer Training School for the United States Air Force in Summer 2020.



KARA WHITE

Third-Generation Alumna Pursues Career Goals While Serving Community

Earning a degree in statistics from the University of Tennessee, Knoxville, is a tradition in Kara White's family. White, of Kingsport, is a newly minted alumna of the Department of Business Analytics and Statistics in the Haslam College of Business, and part of a three-generation legacy.

"Both my grandfather and father have degrees in statistics from UT," White says. "Also, my brother is a soon-to-be sophomore majoring in statistics."

While her father and grandfather went to work for Eastman Chemical Company, White's career path lies along a different trajectory. She plans to relocate to Raleigh, North Carolina, where she will join UnitedHealth Group as a data scientist in their Early Careers program. She hopes to pursue her passion for complex problem-solving while promoting a more egalitarian workplace.

"I love being part of the healthcare industry, as the medical field and healthcare systems are some of the areas that affect our lives most deeply," White says. "I'm excited to be in a field that has a large opportunity to fight for inclusivity within data-driven decision

making, and I'm inspired by trying to find solutions within this space that improve diversity, equality, and others' well-being."

While White garnered her share of academic-related achievements at UT, such as being a member of the Smith Global Leadership Scholars program, president of the Business Analytics Society, and finishing as a finalist with her team in the Champion Analytics Case Competition at Elon University in 2020, she also spent considerable time volunteering with a national nonprofit. She started a chapter of the Girls Who Code club at Emerald Academy in Knoxville. White calls it one of her most rewarding experiences.

"The past two years I have operated this club along with my peers to encourage and support third to fifth grade girls in STEM," she says. "We meet once a week to do activities together. Some of my favorites have been creating bracelets using binary code for the bead colors, researching important women tech pioneers, and programming our class robot to dance."

White's academic accomplishments and her concern for others has not gone unnoticed in her department.

"Kara is an exceptional student," Julie Ferrara, assistant department head of business analytics and statistics, said. "She cares about being a good representative of the university, which makes us proud. Kara also is such a caring person that you can't help but be happy when you're around her. She will go on to great achievements after graduation."

White is appreciative of what the program offered her.

"Business analytics gave me an education focused on end-to-end analytics," she says. "It is special that the program cultivates technical skills, like programming, and softer skills, like communicating results to stakeholders. Haslam has given me a valuable network of peers that I constantly learn from and admire. I've made some of my best friends through classes and programs there." ● —Scott McNutt

Be proud. Be involved. Be invested.

The Haslam College Fund is transformational in the lives of our students affected by COVID-19. With your support, we will soon welcome them home to Rocky Top.

 **HASLAM**
COLLEGE OF BUSINESS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE

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We'll see you soon on Rocky Top.



Until then, read the insights of photographer Charlie Brooks and view and share his powerful photo essay, *Empty Campus*, in our digital edition. [HASLAM.UTK.EDU/MAGAZINE/SUMMER-2020](https://haslam.utk.edu/magazine/summer-2020)