

HASLAM



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

MAGAZINE
Summer 2021

The Franchising Genius of

SHELLY
SUN



**The possibilities?
Endless.**

#1

Supply Chain Management
UT's Largest Major
(2019 - 2021)

#17

Academic Experience
(Poets&Quants, 2021)

#6

Worldwide Archival Audit Research
(Brigham Young University's Research Rankings of Accounting Programs, 2020)

#26

Among US Public Undergrad Schools
(Poets&Quants, 2021)

#19

MBA
Among US Publics
(The Economist's WhichMBA, 2021)

#1

US EMBA Program
Overall Alumni Satisfaction
(Financial Times, 2020)

#7

Worldwide
for Alumni Rating of MBA Career Services
(The Economist's WhichMBA, 2021)

#17

Best Business Schools
Among US Publics
(U.S. News and World Report, 2021)

#20

Worldwide Archival Accounting Research
(Brigham Young University's Research Rankings of Accounting Programs, 2020)

Be what's possible.

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CONNECTION...IS THERE EVER TOO MUCH?

If so, how much is too much? After months of waving to grandparents through windows and depending on spotty internet for work and family get-togethers, some feel that more connection is not only necessary to thrive but to survive. Others may find themselves looking back upon time spent this past year in gardens, books, and computer screens, and feel more complete with less connection.

Connection often hinges on “what ifs?” If we connect with *this*, then we do not connect with *that*. If *that* connects us, then *this* may pull us apart. In the 1990s writer-director Peter Howitt dedicated an entire movie to the idea of connections—how losing them or making them changes not only one person’s life—but the lives of all those around them. In an interview with *The Ringer* in 2018, Howitt talked about his movie “Sliding Doors” and the moments that make us by saying, “It’s a happy beginning rather than a happy ending.”

We celebrate the joys of making strong ties and finding happy beginnings in this issue of *Haslam Magazine*. For our cover subject, Shelly Sun (HCB, ’92), a struggle with her grandmother’s illness inspired a business that meets a need felt nationwide—

dependable, experienced care. BrightStar, Sun’s entrepreneurial brainchild, connects local caregivers and medical personnel with those in need of services in their area. Its national support network keeps overhead and anxiety low for franchisees.

Diane Walker Markarian (HCB, ’83), and her husband, Raffi, have leveraged their success to remove worries of entrepreneurial-minded current students. Their connection with the Anderson Center for Entrepreneurship & Innovation allows more students to attend pitch competitions by alleviating some of the financial burden involved with travel. The competitions open doors for students in their careers and give them the confidence to move forward with their dreams.

In yet another example, a large group of connected alumni have come together to honor the professor who encouraged them on their paths to success. In acknowledging the impact and expertise of Dick Townsend’s 42-year career teaching accounting, Marty Brown (HCB, ’85) and other beneficiaries of Professor Townsend’s expertise and devotion have memorialized his impact through a “happy beginning.” Their fundraising efforts have created the Department of Accounting and Information Management’s first endowed chaired professorship, the Richard L. Townsend Chair of Accounting.

As summer comes into full swing, may you find ways to connect with those around you and encourage fresh outlooks and new beginnings.

With gratitude,

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

HASLAM MAGAZINE

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

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Leadership Chair

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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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The Great Courses Daily
April 25, 2021

“Suppose that business is good and you could probably double earnings over the next couple of years if you could open a branch office and manufacturing facility in another part of the country. That sort of expansion isn’t cheap; where are you going to come up with, say, \$300 million?”

Ramon Degennaro, Haslam College of Business Professor in Banking and Finance, explaining the role initial public offerings can play in helping firms raise funds and gain access to capital markets.

Yahoo Finance
April 15, 2021

“Part of the use of part-time workers was related to optimizing flexibility at a time when there was a lot of uncertainty. And my guess is the uncertainty surrounding spending patterns is starting to recede.”

Marianne Wanamaker, associate professor of economics, George A. Spiva Scholar, Boyd Center for Business and Economic Research Faculty Fellow, and Kinney Family Faculty Research Fellow, on Walmart’s decision to promote more of its workers to full-time employment.

Supply Chain Brain
April 13, 2021

“Companies are so much smarter now than a year ago. Those that were not so well prepared learned some really hard lessons over the last year.”

Tom Goldsby, professor of supply chain management and Dee and Jimmy Haslam Chair of Supply Chain, on how supply chains might be permanently changed by the pandemic.

The Wall Street Journal
April 5, 2021

“The requirement for the audit committee to be 100 percent independent is really important. As soon as you relax it even a little, you start to lose the benefit.”

Terry Neal, accounting and information management department head and Richard L. Townsend Chair of Accounting, speaking about Coinbase. As the company prepared to go public, its audit committee included two major shareholders, one of whom was a founder.

The Tennessean
March 18, 2021

“Losing small businesses artificially — meaning not because they’re not good at what they do, but because they can’t survive 12 months of extreme economic conditions — is a tragedy.”

Marianne Wanamaker, associate professor of economics, George A. Spiva Scholar, Boyd Center for Business and Economic Research Faculty Fellow, and Kinney Family Faculty Research Fellow, on how COVID-19 has changed the small business landscape in the South.

WalletHub
March 11, 2021

“The three biggest factors I see driving trading shifts are interest rates, inflation expectations, and government intervention, all of which are highly related. We may see yields level off, reducing asset correlations. Even then, I expect downward pressure on valuation multiples, threatening returns to growth stocks.”

Ryan Z. Farley, assistant clinical professor of finance, on how the pandemic may affect stock prices.

Supply Chain Brain
March 11, 2021

“Ultimately, their business is based on that workforce, so it’s in their interest to keep them safe and coming to work.”

Andrea Sordi, clinical assistant professor of supply chain management, on the importance of fast-food companies ensuring the health and safety of their workers during the pandemic.

SHRM.org
February 10, 2021

“In the beginning, it was new and they spent more time with family, which was a good thing, but now they feel isolated.”

Debbie Mackey, distinguished lecturer of management and entrepreneurship, speaking about the rise in anxiety and loneliness among young professionals during the pandemic.

Memphis Commercial Appeal
January 14, 2020

“Just go through the list of things that have been challenges for the labor force during COVID, and you don’t have these problems with AI and with autonomous vehicles.”

Bill Fox, Randy and Jenny Boyd Distinguished Professor of economics and director of the Boyd Center for Business and Economic Research, on the ways in which the pandemic has accelerated the use of artificial intelligence.

Freight Waves
December 18, 2021

“Part of the curriculum strategy included young women who are top college supply chain students at UT to talk about why they chose the field. Videos and live interaction with these students, alumni, and veterans like myself, made the program fun and relevant for the girls.”

Mary Long, managing director of the Global Supply Chain Institute’s Supply Chain Forum, speaking about a pilot program that helps Girl Scouts earn merit badges in supply chain.

NBC News
November 9, 2020

“We will rely on professionals across the full spectrum of the supply chain from the military to civilian sector manufacturers, distributors ... transportation providers ... and the health care organizations called upon to achieve this Herculean effort. Vulnerabilities at any point in this chain can seriously reduce the effectiveness of this whole effort.”

Tom Goldsby, professor of supply chain management and Dee and Jimmy Haslam Chair of Supply Chain, on Pfizer’s roll-out of its COVID-19 vaccine.



IN THE SPRING, HASLAM BEGAN COLLABORATING WITH **THE WALL STREET JOURNAL** TO PROVIDE FREE ACCESS TO THE OUTLET'S FULL SUITE OF DIGITAL PRODUCTS FOR ALL STUDENTS, FACULTY, AND STAFF.



A grassroots fundraising campaign from alumni resulted in the department's first endowed chair, the Richard L. Townsend Chair of Accounting. Department head **Terry Neal** is the first person to hold the chair. (See story, page 32.)

COLLEGE-WIDE

The Haslam College of Business partnered with the Precious Prints Project in UT's College of Nursing to launch a new business course focused on philanthropy. Nursing student leaders are collaborating with students in the course, BUAD 102 Service-Learning Seminar, to benefit the project, which presents families that have lost a child with a charm made from their child's fingerprint.

#28

Haslam came in No. 28 among public institutions and No. 44 nationally in the *U.S. News & World Report* 2021 rankings.

#26

In *Poets&Quants'* 2021 rankings of top business schools, the undergraduate program rose to 26th among public US universities. The college ranked 64th among all institutions and 17th in academic experience among publics.

Rankings

Awards

Haslam College of Business Celebrates Faculty and Staff at Virtual Awards Ceremony

The Haslam College of Business at the University of Tennessee, Knoxville, recognized the accomplishments of faculty and staff at its annual awards celebration. The honors were announced during a virtual ceremony in late April.

Outstanding Staff Award for Superior Customer Responsiveness: **The Financial Information Office team, including Jessica Bartlett, Lindsey Brown, Jenny Colson, Jennifer Horner, Vickie Killion, Brittany Permaul, David Price, Ben Scheffler, Sherry Snider, Juliana Troxler and Denise Watson.**

Tim Williams Staff Award for Professionalism: **The Undergraduate Advising team, including Amy Anderson, Robin Anderson, Marg Basehart, Kendra Duncan, Brian Francis, Betsy Gullett, Lindsey Herrell, Cindy Keyes, Megan Laverty, Beth Maney, Kam Manuel, Karson Marsh, Ellie Mulherin, Brenda Perry, Ryessia Russell, Alysa Schoenfeld, Dwight Stooksbury, Keima Talley, Laura Trainer, Tracy Trentham, Merrill Walker, Jennifer Washick and Quannah Washington.**

Outstanding Staff Award for Innovation and Creativity: **The Technology-Enhanced Education team, consisting of Mark Collins and Jason Greenway.**

Outstanding Doctoral Student Teacher Award: **Tyler Milfeld (Marketing)**

Richard Sanders Award: **Mary Holcomb**

Outstanding Doctoral Researcher: **Richard Beem (Economics)**

Allen H. Keally Excellence in Teaching Award: **Kimberly Sims (Economics)**

Richard C. Reizenstein Outstanding Commitment to Students Award: **Adam Petrie (Business Analytics and Statistics)**

Rising Star Research Award: **Wenjun Zhou (Business Analytics and Statistics)**

Vallett Family Outstanding Researcher Award: **Chris Craighead (Supply Chain Management)**

Volunteer Spirit Award: **Shay Scott (Supply Chain Management)**

Diversity and Inclusion Award: **Tom Van Dorselaer (Marketing and PSF)**

Bank of America Faculty Leadership Award: **Mark Collins (Marketing and TEE)**

Martin & Carol Robinson Excellence in Teaching, Research and Service Award: **Lauren Cunningham (Accounting and Information Management)**

George Miller Jr Award: **Jody Crane**

ACCOUNTING & INFORMATION MANAGEMENT

#6

In Brigham Young University's research rankings of accounting programs for 2020, Haslam tied for No. 6 worldwide in archival audit research and placed at No. 20 world-wide in archival accounting research. The college's PhD program ranked No. 15 in archival research and No. 3 in audit research, based on the research productivity of its graduates.

Rankings

ECONOMICS



Bruce

Don Bruce has joined a new think tank established by the US Olympic and Paralympic Committee to help sustain Olympic and Paralympic programming opportunities in college athletics. tiny.utk.edu/iaRt3



Carruthers

Celeste Carruthers received the 2020 Georgescu-Roegen Prize for the best paper in the *Southern Economic Journal* for her paper with Kara Smith, "Are 'Education Lotteries' Less Regressive? Evidence from Texas."



Wanamaker

Marianne Wanamaker spoke to POLITICO's Global Translations podcast about the future of the global workforce in a labor market disrupted by COVID-19. *The Tennessean* asked Wanamaker why some businesses in the South have succeeded during the pandemic while others have not. On the first Friday of each month, Wanamaker joins Sam Chandan on the Urban Lab podcast for an analysis of the current labor market.

MASTERS
INVESTMENT LEARNING CENTER

LAURA COLE

**Investing
in People**

Laura Cole is passionate about investing—in her work, her students, and her community.

Cole came to the Haslam College of Business as a PhD student in finance with a background in wealth management. Just as she was finishing the program, the college opened the Masters Learning Investment Center (MILC) and hired Cole to be its director. “During my first year of running the MILC, I was also finishing my dissertation,” Cole recalls. “I don’t recommend that, but the accounting department was very supportive.”

Some 11 years later, the MILC has grown from offering two Bloomberg terminals to 20. “Today we have 200 students using the center on a weekly basis,” says Cole. Providing students with training they might not otherwise have access to is rewarding. “It’s very impactful for them to have Bloomberg certification on their resume after graduation,” she says. “It helps them stand out.” Today, Cole remains the MILC’s director and in 2020, she became the first recipient of the Sharon Pryse/The Trust Company of Tennessee MILC Directorship.

In addition to leading the center, Cole teaches undergraduate courses in the Smith Global Leadership Scholars program and graduate courses in the Physicians Executive MBA program. Teaching isn’t a career for her. It’s a choice. “I love helping my students learn financial skills, particularly the basics of personal finance, budgeting, and making investing decisions,” she says. “Those are things every college student should know. They can be life-changing.”

Cole’s research interests focus on behavioral finance, or why people make particular investment decisions. “I’m really interested in how gender and generation impact investment decision making—for example, why Gen Zs invest differently than Baby Boomers.”

In her spare time, Cole enjoys riding her Vespa, spending time with her Boston Terrier, baking, and volunteering in the community. She serves on the board for the Women’s Fund of East Tennessee, a nonprofit that promotes education opportunities for low-income women and girls.

Grace Yagodich, a senior in finance and international business, says working with Cole in the MILC has left a lasting impression. “She’s one of the most intentional people I’ve ever met,” Yagodich says. “She really invests in her people, and will go the extra mile to lend a hand in the classroom or the community.” ●



Amazon committed **\$750,000** for an endowed distinguished professorship in business analytics and statistics, which will receive a one-to-one match from the Haslam family, for an endowment totaling **\$1.5 million**.

BUSINESS ANALYTICS AND STATISTICS

Journal of Marketing will publish **Michel Ballings**, **Neeraj Bharadwaj**, and their co-authors' paper, "A New Livestream Retail Analytics Framework to Assess the Sales Impact of Emotional Displays."

Michel Ballings received the MSBA faculty "Excellence in Teaching" award from MSBA students for commitment to excellence in the classroom and steadfast emphasis on curriculum content, innovation, and delivery.



Bogdan Bichescu is working with graduate student Varun Rangnekar to investigate the impact of technology and a digital workflow on

patient wait times at a local free clinic through a Haslam Scholars Program research grant.



Missie Bowers' "The Recession's Impact on Analytics and Data Science" was *MIT Sloan Management Review's* most downloaded article of 2020 in the AI/ML category. Bowers received the MSBA faculty "Outstanding Commitment to Students" award from MSBA students for outstanding service to students beyond the classroom.

Emre Demirkaya's "Large-scale model selection in misspecified generalized linear models" will be published in *Biometrika*.



Julie Ferrara announced that Trimble is a new premier partner and Radio Systems/PetSafe is now a basic partner with the Business Analytics Forum.



Jordan Gill was hired as a lecturer and co-director of the MSBA program, while **Nana Bryan** joined the department as a lecturer.

Decision Sciences accepted **Paolo Letizia** and **Wenjun Zhou's** "Three Cobblers Worth the Mastermind? Crowdsourcing Innovation with Potential to Ensemble."

Paolo Letizia and his co-authors' "Governance of Collective Entrepreneurship" was accepted by *Journal of Economic Behavior and Organization*.



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

an award that supports the advancement and certification of qualified next-generation data scientists.



Yang Liu and co-authors published "Predicting Labor Market Competition: Leveraging Interfirm Network and Employee Skills" in *Information Systems Research*. The paper also was selected as the Best Paper Award runner-up at the WITS 2020 conference.



Bobby Mee and co-author **Chunyan Wang's** paper, "Two-Level Parallel Flats Designs," will be published in *Annals of Statistics*.

Brian Stevens and **Sean Willems'** paper, "World of EdCraft: Challenges and Opportunities in Synchronous Online Teaching," is under consideration for publication.

Harvard Business Publishing Education published a version of **Sean Willems'** paper, "How I Designed My Home Teaching Studio."

NEEL CORPORATE GOVERNANCE CENTER



Lauren Cunningham, director of research for the center, and Jacob Leidner from the

Universität Würzburg presented virtually to the CFA Society of Germany about the SEC filing review process.

In a *Wall Street Journal* exclusive, **Terry Neal**, head of accounting and information management at Haslam and director of the Neel Corporate Governance Center, weighed in on the need for neutrality on Coinbase's audit committee.

The latest **American Corporate Governance Index** from The Institute of Internal Auditors and the Neel Corporate Governance Center found that, despite the unprecedented challenges of the COVID-19 pandemic, US corporate governance remained healthy.

MASTERS INVESTMENT LEARNING CENTER



Sharon Pryse (HCB, '72) and her investment firm, The Trust Company of Tennessee,

endowed a directorship for the Masters Investment Learning Center (MILC). As the MILC's current director, **Laura Cole** is the first beneficiary of the Sharon Pryse/The Trust Company of Tennessee MILC Directorship. (See story, opposite.)

PROFESSIONAL SALES FORUM

Having raised **\$5,000 or more** from its five inaugural diversity scholarship partners, **E&J Gallo Winery, Lutron Electronics, PepsiCo, Ryder, and Enterprise**, the Professional Sales Forum is seeking **\$5,000 in support from five additional corporate partners that share its commitment to salesforce diversity. As part of the 5 x 10 initiative, Dell Technologies and ALKU have agreed to be the newest contributors to the forum's diversity scholarship fund.**



Under the leadership of its executive director, **Tom Van Dorselaer**, the Professional Sales Forum continues to grow and currently has the support of 30 corporate partners.

Building Up Real Estate



In response to growing demand from students and employers, the Haslam College of Business is building a real estate program. The Department of Finance recently hired Scott Roark as a clinical associate professor to lead the endeavor. With Roark at the helm, the department has created a new series of real estate courses, plans for a certificate program, and a real estate club for students.

Department Head Tracie Woidtke, the Sharp/Home Federal Bank Professor, said students have expressed great interest in the plan of study, especially in commercial real estate. While real estate pairs well with other offerings in finance, she says there's potential for expanding to a cross-disciplinary degree or graduate program in the future. "We'll continue to assess the demand, evaluate the skills needed, and grow from there," Woidtke says.

Benjamin Spears, a senior in supply chain management and finance who's interested in real estate development, is ready for the new emphasis area. "I decided to help start the real estate club," he says. "I'm excited to see future students gaining more opportunities in this area."

Certificate Program and Collateral

The college's existing course in real estate has been reworked and two more added to create a series of three. The first course will offer a basic introduction to the field, followed by a course on real estate finance and investment analysis, and finally a capstone with experiential learning elements. "It's going to be very hands-on," says Roark. "Students will participate in at least two national real estate competitions as part of the capstone." The competitions ask teams of students to create or analyze a real estate project and present their plans to a panel of real estate experts.

All three courses are now approved, and students can take them in a series beginning in the fall. Upon completion of the series, they will receive a real estate certificate. The department also is pursuing the possibility of offering a real estate collateral.

Experiential Learning Opportunities

Roark and a small group of students, including Spears, started a real estate club last year with the goal of providing more exposure and experiential learning opportunities for current students. In their bimonthly meetings, the club invites real estate professionals

“

Many of the nation's fastest growing real estate markets are in our geographical region. We're excited to give students high quality exposure to the real estate industry and to alumni who are excelling in this economic sector.

—DEAN STEPHEN L. MANGUM

”

to speak to students. "In the future, we also hope to bring back Haslam alumni to pitch what they're doing and drum up interest in real estate careers," says Roark. "Alumni involvement and financial support will be essential to what we do with real estate at the college."

Students also have the opportunity to learn the basics of ARGUS commercial real estate modeling software. Roark hopes to provide a certification course for the software because those skills are in high demand in the industry, particularly in larger real estate markets. "If students are wanting to work in big markets such as Nashville or Atlanta, knowing ARGUS is a necessity," he says.

Case competition opportunities will continue to be offered to interested students, whether or not they're enrolled in the capstone course.

Roark sees a strong employer demand for graduates who understand real estate. "It represents about 25 percent of the economy, so there are lots of jobs out there," he says.

Stephen L. Mangum, dean and Stokely Foundation Leadership Chair, notes that Haslam has a geographic advantage in the field. "Many of the nation's fastest growing real estate markets are in our region," Mangum says. "We're excited to give students high quality exposure to the real estate industry and to alumni who are excelling in this economic sector." ●

1,400 The department now has more than 1,400 students (up from 1,200 last year) making it UT's No. 1 major for three years in a row.

Registration is now open for the SCM Leadership Academy, a 14-week program that develops managers, directors, and other key stakeholders into supply chain leaders through Haslam's industry-leading supply chain curriculum the peer connections and group learnings from interaction with faculty formed during the class. tiny.utk.edu/scmacademy

SUPPLY CHAIN MANAGEMENT

Supply chain management faculty continue to be go-to sources for supply chain trade and mainstream publications, being quoted in media such as *Freight Waves*, *DC Velocity*, *Supply Chain Brain*, NBC News, and the *Memphis Commercial Appeal*, among others.



Amling

In a column for *The Wall Street Journal*, **Alan Amling** explained that distribution changes during COVID-19 may be pushing parcel carriers to reexamine last-mile strategies.



Goldsby

Four new supply chain faculty members will start August 1: **Yemisi Bolumole**, **John-Patrick Paraskevas**, **Alex Scott**, and **Jeff Trombly**.



Stank

Tom Goldsby spoke to local TV news station WVLT about the challenges of transporting, storing, and distributing the COVID-19 vaccine.



Eckerd

Andrea Sordi, clinical assistant professor of supply chain management, discussed the risks and rewards associated with Taco Bell's decision to add a major new product, Beyond Meat, to its menu during the pandemic with *Supply*



Yoo



In Memoriam

Mary Holcomb, Gerald T. Niedert Professor of Supply Chain Management and Martin and Jean Mills Faculty Research Fellow in the department of supply chain management, died Friday, February 12, 2021. Born and raised in Oak Ridge, Holcomb received her bachelor's, master's, and doctorate degrees from UT. A true Vol for life, she taught at UT for more than 28 years.

If you would like to join UT in honoring the life and legacy of Mary Holcomb by supporting the newly established Dr. Mary C. Holcomb Scholarship Endowment, please visit giving.utk.edu/Holcomb

Chain Brain. In another interview, with NeXxus UTK President, Jessica Thomas, Sordi discussed elements of economic inclusion and supplier diversity.

Ted Stank and **Stephanie Eckerd** were recognized by the *Journal of Business Logistics* in 2020—Stank as Outstanding Associate Editor and Eckerd as Outstanding Reviewer.

Kate Vitasek was named 2021 World Commerce and Contracting Fellow, the highest accolade the not-for-profit confers.

Eunae Yoo partnered with Humanitarian OpenStreetMap Team (HOT) to conduct research examining the relationship between users' experience levels and two outcomes of interest to HOT and organizations that use the Tasking Manager: project completion and retention. <https://hubs.la/HOLSWcDO>

BOYD CENTER FOR ECONOMIC RESEARCH



Bruce



Permaul

The Boyd Center for Business and Economic Research named **Don Bruce** and **Brittany Permaul** its new associate director and assistant director, respectively.

Boyd's **Larry Kessler** and **Matt Murray** are lending their expertise to the Substance Misuse Community of Scholars, a research collective focusing on issues related to opioid use. tiny.utk.edu/EF8g6

Tennessee Postsecondary Evaluation & Analysis Research Lab (TN-PEARL), a partnership of the Boyd Center, the Peabody College of Education at Vanderbilt University and the Tennessee Higher Education Commission,

launched a new website that aims to make the lab's research about higher education in Tennessee simple to access and easy to understand.

A survey conducted the Boyd Center indicated that Tennessee business leaders continue to be more optimistic about the state's economic outlook than the nation's, while in another report, the center said positive, if sporadic, economic growth is expected over the next year for the state.

In a third study, the Boyd Center reports that the percentage of uninsured children in Tennessee stayed low and TennCare recipients' satisfaction with the program remained high in 2020.

GLOBAL SUPPLY CHAIN INSTITUTE



The Global Supply Chain Institute published its 24th and 25th white papers: "Advancing E2E Agile Resiliency in Supply Chains" and "When Is(n't) Blockchain Right?"

The Global Supply Chain's successful, virtual spring 2021 **Supply Chain Forum** was headlined by two prominent figures in business

and education. Randy Boyd, president of the University of Tennessee System and founder and executive chairman of Radio Systems Corporation, delivered a talk outlining four things that organizations need to be successful and shared a collective vision for creating the greatest decade in UT history. Jimmy Haslam, COB of Pilot Flying J, co-owner of the Cleveland Browns of the National Football League, and the Columbus Crew SC of Major League Soccer, covered "Network Strength, Reinvention, Partnerships, and Community Connections."



Zablah

Alex Ricardo Zablah was promoted to department head of marketing.



Abell

Since June of 2020, 11 peer-reviewed journal articles authored by **marketing faculty** and doctoral students have been accepted for publication in quality journals. More than a third of the published articles involve a collaboration between department faculty and current or former UT doctoral students.

According to research done by **Dan Flint** and PhD candidate Tyler Milfield, companies were more reluctant to present positions on social issues in their Superbowl game-day advertising this year.

Kelly Hewett was invited to join the Sheth Foundation Board, where she will help promote initiatives related to emerging markets and international marketing

scholarship as a representative of the Academy of International Business. Hewett's 2016 *Journal of Marketing* publication, "Brand Buzz in the Echoverse," was named a finalist for the 2021 Sheth Foundation/*Journal of Marketing* Award.

Hewett and Alex Zablah have been selected to receive the 2020 *Journal of Marketing* Outstanding Reviewer Award.

Mark Moon won the 2021 Lee and Allison Herring Endowed Teaching Fellowship in Marketing.

The marketing department is now home to the editor or co-editor of these leading Marketing journals: **Stephanie Noble** in *Services marketing (Journal of Service Research)*; **Kelly Hewett**

in international marketing (*Journal of International Marketing*), and **Charlie Noble** in new product development (*Journal of Product Innovation Management*).

Stephanie Noble will co-chair the 2021 Frontiers in Service Doctoral and Early Career Consortium.

MARKETING

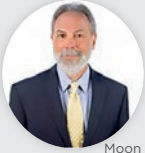


Flint

Annika Abell won a 2020 Association for Consumer Research grant for her proposed work on the influence of social media on underprivileged consumers. Abell's digital marketing class was featured in local news for its unique approach to teaching students social media marketing, data analysis, advertising, SEO, and email marketing, for WearKnox.com, an e-commerce site she created to help students develop an appreciation for digital marketing.



Hewett



Moon

The Haslam College of Business International Case Competition Team, coached by **Eddie Armbrister**, achieved two top-three finishes this year.



Noble

In Memoriam Penelope "Penny" Beasley

Penelope "Penny" Beasley was the assistant director in the Office of Undergraduate Programs. She was a valued member of Haslam for more than 15 years and served as an advisor and BUAD 100 instructor to many students. Beasley died December 23, 2020, after a year-long battle with pancreatic cancer. She is survived by her father, John Beasley; Heather (sister) and Jeremy Sandell.

STAFF



Jason Greenway of Haslam's Office of Technology-Enhanced Education graduated from the Haslam Professional MBA program in 2020.

Haslam's Office of Student Engagement

honored **Lauren Jacobs** as Advisor of the Year during its Haslam College of Business Awards Week. Jacobs advises the International Business Club.

Shannon McCloud with the management and entrepreneurship support staff passed her Certified Administrative Professional (CAP) exam.



Melissa Cardon was awarded a Fulbright Distinguished Chair in Entrepreneurship and Innovation at Royal Melbourne Institute of Technology for the Spring 2022 semester. She also published a new book, *The Psychology of Entrepreneurship: New Perspectives*, and presented at the Leading the Integration of

Faith & Entrepreneurship Conference, hosted virtually by Miami University of Ohio.

MANAGEMENT & ENTREPRENEURSHIP



Crook

Russell Crook's paper, "The evolution of resource-based inquiry: A review and meta-analytic integration," co-authored with PhD alumna Lara D'Oria (HCB, '17), was accepted at the *Journal of Management*.



Gras

David Gras published "Socially oriented shareholder activism targets: Explaining activists' corporate target selection using corporate opportunity structures" in the *Journal of Business Ethics*.



Mackey

Terry Leap's book, *Phantom Billing, Fake Prescriptions, and the High Cost of Medicine* (Cornell University Press), has been selected as part of a National Endowment for the Humanities open-access grant.



Munyon

Debbie Mackey won the Chancellor's Award for Excellence in Advising. She also spoke to the Society for Human Resource Management (SHRM) about the struggles young workers face during COVID-19. tiny.utk.edu/Gangq

Tim Munyon had papers accepted at the *Journal of Applied Social Psychology* and the *Journal of*

grants

Jessica Jones received two grants: the Diversity Challenge Grant (with PhD student Ace Beorchia) to study Latino immigrant business owners in Knox County, and a Project Grant from the Community Engagement Academy.



Rittenhouse



Samba

Personal Selling & Sales Management and gave a presentation at the Tennessee State Society for Human Resource Management conference.

Tim Pollock published a book, *How to Use Storytelling in Your Academic Writing: Techniques for Engaging Readers and Successfully Navigating the Writing and Publishing Processes*, with Edward Elgar.

Jennifer Rittenhouse spoke to the Rising Tide podcast about imposterism, her passion for HR and coaching, and more.

Codou Samba's paper, "Audit committee diversity and financial restatements," was accepted at the *Journal of Management and Governance*.

David Williams and **Russell Crook's** "Unpacking the age at initial internationalization-performance relationship: A meta-analytic investigation," was accepted at the *Journal of Business Venturing Insights*.

Cracking the Labor Market

PREDICTING BUSINESSES' BRAIN POWER NEEDS IS POSSIBLE

Suppose a fortuneteller could gaze into a crystal ball and foresee which high-value employees companies would lose to competitors in the next year? Could the prediction be used in taking steps to retain valuable workers?

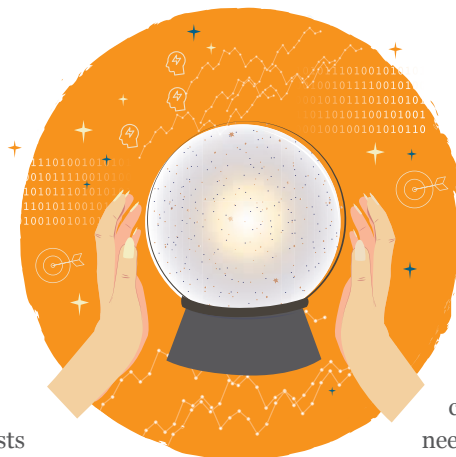
Managers could soon have access not only to forecasts like this, but also to the crystal ball that generates them. In a study in last November's Information Systems Research, Yuanyang Liu, a professor in the Department of Business Analytics and Statistics, and two colleagues applied conventional data analytics tools such as data scraping, text mining, network analysis, and machine learning to publicly available information. The result? The researchers mapped "human capital flow" between companies including Amazon, Walmart, Ford Motor Co., and IBM from 2000-2014.

Liu, with Gautam Pant (University of Iowa) and Olivia R. L. Sheng (University of Utah), used data from online profiles of 89,943 employees, tracking their careers across 3,467 public businesses over 15 years. Through this analysis, they formulated the human capital flow network (i.e., tracking workers' movement among firms) and identified "firm-pair" similarities derived from the employee mobility pattern between firms.

Using employees' reported skill terms, they could associate a firm with its employees' skills and identify pairs of firms that have employees with similar skill sets. This means those "firm-pairs" are likely to compete in the same human capital pool. Their work in "Predicting Labor Market Competition: Leveraging Interfirm Network and Employee Skills" utilizes these two set of information to predict businesses' future competitors for high-value employees.

Liu says that while much research has been done on businesses' competition in the product market, comparatively little has been done on the labor market.

"The competitors in the cookie market, for example, are obvious," Liu says. "There are many different cookie producers, but all the cookies are on the market shelf where the consumer can see them." It's clear which cookies are being picked and therefore easy to identify competitors as well as which are succeeding.



From analyzing past talent migration, it's a short step to predicting future human capital flow.

Human capital competition is not so obvious. Liu uses the example of data scientists: Who needs data scientists? Tech companies, and the auto industry's needs are growing. What may be less obvious is that data scientists can work in the agricultural industry (Consider precision agriculture.). What makes the labor market competition challenging is that a firm's competitors are not necessarily the same as its product market competitors. This is because some skills can be applied to produce different products, and a product can be produced in different ways (e.g., natural vs synthetic diamonds, digital camera vs smart phone). Thus, analysis of labor market competition, especially the so-called knowledge worker competition, has been elusive.

"Naturally, we thought about employees' profiles posted online: we can find their profiles, which shows what skills they have and where they have worked, and we can scrape them for data," Liu says. They used search engines to search for employees of a given company, returning many LinkedIn profiles.

That simple search gave the analysts a static data picture of employees with certain skill sets at specific companies in a given timeframe. By applying common data analytics tools, the team moved from a single-year snapshot of firms' human capital assets to a dynamic view of talent movement among the companies over time. From analyzing past talent migration, it's a short step to predicting future human capital flow, Liu says. It can be done with the same tools his team used—publicly available data and algorithms.

It's just a question of who wants that crystal ball enough to expend the effort to get it. ● —Scott McNutt

Note: Yang's team is not the first to conduct this kind of research. A data analytics firm in California conducted similar scraping to alert its clients when employees might be seeking new jobs. LinkedIn sued, claiming the data in their profiles was proprietary. A lower court ruled against the social network, but the case is ongoing. Precedent in such suits has the potential to ignite larger data ownership dust-ups between social networks and the users who post to them.

tiny.utk.edu/linkendatacase



Clarence L. Vaughn, III, director of the Office of Diversity and Community Relations, spoke on the importance of diversity, inclusion, and awareness to a number of organizations and events, such as the Regional MEDIC Board Leadership Retreat, the Junior League of Knoxville's Leadership series, the Professional Sales Leadership Forum, UT's student-led Management Society, Delta Sigma Pi, and the ORNL Women's Leadership Conference.

OFFICE OF DIVERSITY AND COMMUNITY RELATIONS

At the **sixth annual Women in Business, Entrepreneurship and Leadership Summit**, hosted virtually by Haslam, female leaders (including former mayor of Knoxville Madeline Rogero) shared their knowledge about issues women face in the business world.

The ODCR hosted a **Lunch & Learn discussion titled, "Using Change as an Opportunity,"** with guest speakers Timothy Munyon and Chancellor Donde Plowman sharing best practices on transitioning and managing change.

Ramon DeGennaro provided MoneyGeek.com with expert commentary for two recent studies on car insurance.

Ryan Z. Farley and **Laura Cole** organized a finance career panel featuring alumni at Goldman Sachs.

The panel was hosted by the Tennessee Capital Markets

Society student organization and faculty advisor, **Phillip Daves**. Farley also was featured in a WalletHub article about hedge fund holdings, top stocks, new buys, and more.



Serfling

Eric Kelley created an interview series with friends of the finance department, former students, and faculty colleagues about issues in the finance world. Many of these conversations pertain to relevant career paths for finance students.



Puckett

David Maslar's and **Matthew Serfling's** paper with Sarah Shaikh, "Economic Downturns and the



Woidtke

Informativeness of Management Earnings Forecasts," is forthcoming in the *Journal of Accounting Research*.

Matthew Serfling's papers with John (Jianqui) Bai and Wang Jin, "Management Practices and Mergers and Acquisitions" is forthcoming in *Management Science*. Serfling also is the recipient of the 2020 *Journal of Financial and Quantitative Analysis* Outstanding Reviewer Award. Serfling is also the 2021 recipient of the Sharon Miller Pryse/Trust Company Outstanding Finance Faculty Award.

Andy Puckett's paper with David Cicero, Albert Wang, and Shen Zhang, "Do Mutual Funds Exploit Information on Local Companies? Evidence from Fund-Firm Taxi Trips in NYC," was accepted for presentation at both the Western Finance Association Conference and the China International Finance Conference. Puckett also is the 2021 recipient of the Dr. John M. Wachowicz, Jr., Outstanding Teaching Award.

Scott Roark is the faculty advisor for the newly formed Real Estate Club. (See story on page 8.)

Department head **Tracie Woidtke** presented a talk for the Women's Fund of East Tennessee, exploring the question of whether women can be both happy and successful in male-dominated fields. Woidtke also was invited to join the Topic Board of the *Journal of Risk and Financial Management*.

Rankings

#47 In *Poets&Quants'* latest rankings, the full-time **MBA program** rose to **47th** among all US institutions and **24th** among all US publics. Also, according to *Poets&Quants*, despite the challenging environment of COVID-19, Haslam led the country's business schools in GMAT score improvement for the second year in a row.

#19 In *The Economist's* WhichMBA 2021 MBA and Business School rankings, the **MBA** climbed to **No. 19** among US public institutions and **No. 54** worldwide. It also ranks **No. 7** worldwide for alumni rating of career services.

#97 **Haslam's Executive MBA program** is now ranked among the London-based *Financial Times'* Top 100 international executive MBA programs. In the *Times'* 2020 list, Haslam placed at **No. 97**. Only 29 US EMBA programs appeared in the top 100, and the Haslam EMBA was one of just 11 US public institutions to make the *Financial Times'* list. Additionally, within the *Times'* subcategories, Haslam ranks as the **No. 1 US EMBA program** for overall alumni satisfaction.

#17 In the latest *U.S. News and World Report* Best Business Schools rankings, Haslam placed **17th** among **public schools** (up five spots from 2020) and **39th among all institutions** (up seven spots from 2020). Haslam's **Supply Chain Management MBA concentration** marked its sixth consecutive year in the **top 10**.

The Princeton Review again included Haslam on its annual list of **best full-time MBA programs**.

Modern Healthcare placed Haslam's Physician Executive MBA program (PEMBA) and Executive MBA for Healthcare Leadership (EMBA-HL) at **the top of its annual ranking** of largest program enrollment in healthcare MBA programs.

Rankings

GRADUATE AND EXECUTIVE EDUCATION

Haslam held its annual celebration of graduate and professional students in conjunction with **Tennessee's Graduate Education Week**, during which more than 650 students were honored.

In January, the undergraduate and graduate career offices collaborated to host a **Career Leadership Academy** for a second year in a row, although virtually in 2021. Alumni participated as Ted Talks speakers and five top employer partners conduct career immersion seminars for students.



David Ecklund, retired lecturer and founding director of the Executive MBA - Global Supply Chain, received the Innovation Award from Second Harvest Food Bank of East Tennessee.





The Franchising Genius of

SHELLY SUN

In less than two decades, Shelly Sun (HCB, '92) has built a \$569 million home care company, BrightStar Care, using a franchise model to grow from a local business to a national enterprise.



COVERAGE MAP: Since its start as a single business operating in the Chicago area, BrightStar has expanded to operate across 75 percent of the US, totaling 345 franchises to date.

BrightStar Locations



From Accountant to Entrepreneur

Sun enrolled in the University of Tennessee, Knoxville, starting out as an engineering student but soon switching to business. As an undergraduate, she worked part-time jobs to pay her way through school and did summer internships at DuPont and EY, gaining valuable experience along the way.

After earning a master's in accountancy in Colorado, Sun spent 10 years working for different companies before eventually moving to Chicago to take a job at an insurance company.

While in the city, Sun helped her family cope with her grandmother's illness. "We were trying to put together resources for her to receive home care, and needed the dependability of an exceptional care provider," Sun recalls. "I was really surprised by the lack of options." The difficulty of the situation weighed on Sun's mind, and eventually inspired BrightStar Care.

Around the time of the 9/11 attacks when the transportation industry was undergoing major changes, she was on the move again, working for a subsidiary of United Airlines. After proving herself invaluable to the company, she negotiated a generous severance agreement with her entrepreneurial venture in mind. "That gave me a nest egg to start from and I already had a passion to pursue my idea, knowing that other families were looking for higher-level home care for their family members," Sun says. "Within a year of being a consumer of the industry I set about to upend, we were the first company that did homecare and staffing for both nonmedical and medical services in a way that's led by nurses."

Sun's initial Chicago-based business expanded quickly, opening a second location in 2003 and a third in 2005. BrightStar Care was poised to scale widely using a franchise model.

“
Franchising has given us the opportunity to be local, yet scalable and consistent. This type of growth would have been difficult to achieve as a corporate entity.”

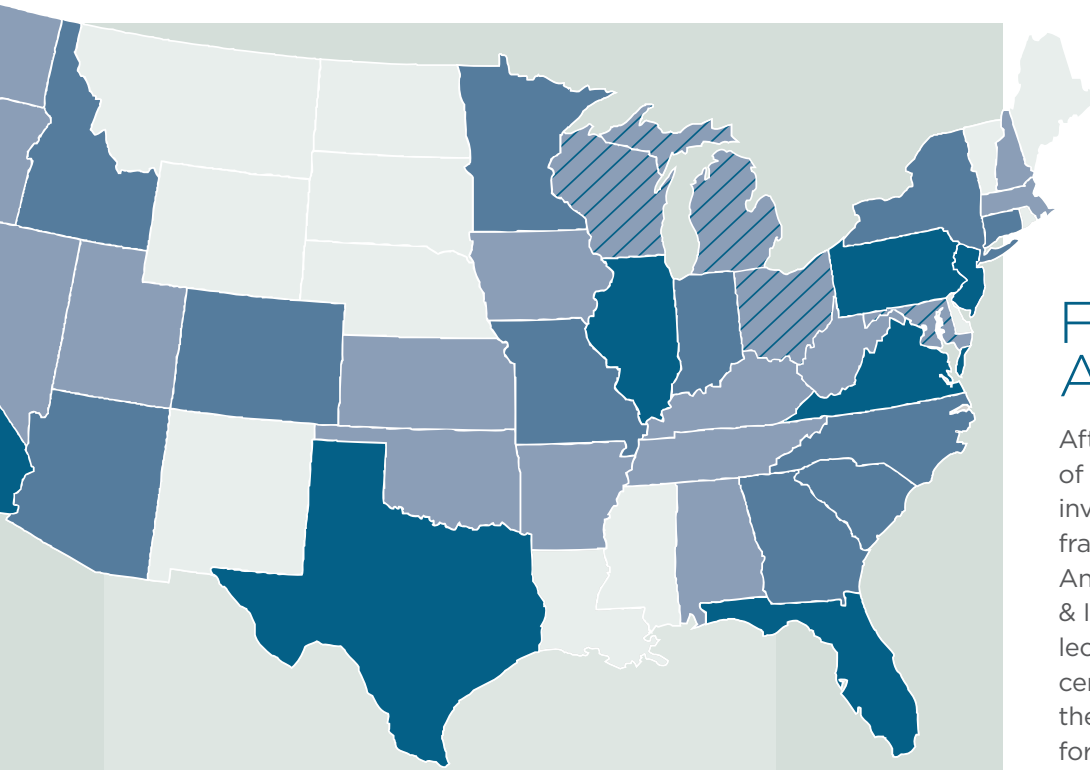
Franchise Success

While in a training session for new owners and managers at a hotel she'd invested in, Sun had an epiphany. Franchising her business model made perfect sense. "The services we provide are so personal, you really need someone in charge who knows the local community they serve," she says. "Franchising makes way for those local teams."

Sun and her team laid the foundation for enfranchisement in 2005. Within five years, the company generated more than \$100 million in revenue and served thousands of families annually. Today, BrightStar Care has 345 locations and is able to serve 75 percent of the United States from one of their locations. "Franchising has given us the opportunity to be local, yet scalable and consistent," Sun says. "This type of growth would have been difficult to achieve as a corporate entity."

Most franchise owners don't come from a healthcare background, but Sun says many have personal experience with finding homecare for family members and are passionate about making a difference in their local community. BrightStar Care has worked hard to give franchisees ongoing support to expand their businesses and requires everyone to become Joint Commission accredited to help ensure consistency across the country.

During the COVID-19 pandemic many BrightStar Care franchise owners have continued to thrive and grow, due in part to Sun's leadership. "We pivoted to where the business was going to be, particularly in screening and then vaccinations," she says. "For example, our nurses were tracking those who were vaccinated to make sure there were no adverse effects. It felt really good to help our franchisees make a difference and get their communities operating again."



Prioritizing People

When she started BrightStar Care, one of Sun's priorities was ensuring that nurses and caregivers were paid adequately for their work. Today, the company's caregivers are consistently paid 5 to 20 percent more than the local market average.

Over the past year, BrightStar Care made further efforts to support caregivers, purchasing \$2 million of PPE including 100,000 N95 masks to distribute to franchise owners early in the pandemic. "We really try to do the right things for the right reasons," says Sun. "Everything is grounded in our core values."

The company also makes provision for two-way communication between franchise owners and the corporate team, hosting quarterly town hall meetings, performance groups, an advisory council, annual conferences for both franchisees and frontline leaders, and personalized training for new franchise owners. The goal is to clear a path to share best practices across the network. Sun credits a strong C-suite team with freeing up her time for leadership training with new franchisees. She also meets periodically with several owners at a time to learn about challenges and opportunities in their local markets, which allows her to prioritize resources at the national level.

Carrying on a constant conversation with franchisees and frontline workers means BrightStar Care's business model continues to evolve. "We want to provide plenty of opportunities to deliver consistent messaging to franchisees—and to hear what they have to tell us." ●

“
Everything
is grounded
in our core
values.”


FRANCHISING AT HASLAM

After receiving Haslam's Entrepreneur of the Year Award in 2017, Sun became involved with plans for a new program on franchising within the college, led by the Anderson Center for Entrepreneurship & Innovation. Tom Graves, distinguished lecturer and operations director for the center, says the program will expand the awareness of business opportunities for new entrepreneurs. "Franchising is an integral part of entrepreneurship and a major driver of economic growth, creating \$1.6 trillion, or about 5.8 percent of GDP, in the United States each year. It's an important opportunity for students to be aware of, because franchisees receive much more support than they would if they started a business from scratch."

Sun has partnered with Haslam faculty in an advisory position to develop plans for a franchising initiative. Eventually it will include a certificate program and introductory graduate level courses. Last year the college launched an undergraduate course in franchising. Graves, who teaches the course, says the students have been engaged and enthusiastic. "It's really opened their eyes to the wide variety of business opportunities available under the franchise model—not just restaurants and hotels but many other types of business as well."

Sun's penchant for franchising is reflected in the continued growth of her business, but she says her greatest reward is the number of families BrightStar Care has been honored to serve. "That's why I started the business and it's what still gives me the greatest joy, drive, and passion to keep working as hard as I do."

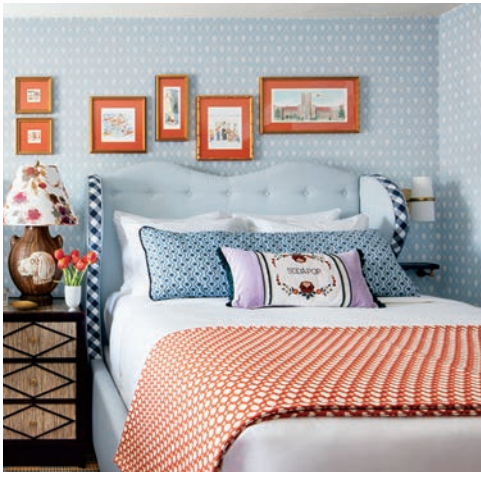




Weprin in Saloon 16, the Western-inspired, high-end watering hole handcrafted by Peyton “The Sheriff” Manning to uniquely tell the narrative of his University of Tennessee experience. From coveted, unseen memorabilia from Manning’s personal collection to more subtle nods to the people, places, and experiences that had the most impact on his college years. Even the jukebox features tunes selected by Manning.

A Graduate's SUCCESS

Even as an undergraduate student, Ben Weprin (HCB, '01) had an optimistic vision of success and a talent for leadership. Those traits, combined with a strong work ethic, have taken him far. Launched during the economic recession in 2008, Weprin’s hospitality company, Adventurous Journeys, now represents more than \$5 billion in holdings including a successful collection of 30 boutique hotels.



COLLEGE STUDENT ENTREPRENEUR

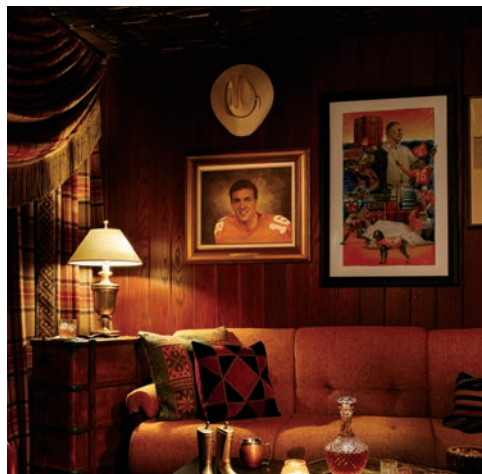
A NATIVE OF OHIO, Weprin fell in love with the University of Tennessee, Knoxville, on a campus tour and decided to apply. “It was a magnetic campus in 1997 with Peyton Manning returning for his senior year on the football team,” Weprin recalls. “I couldn’t imagine going anywhere else.”

Weprin’s desire to be an entrepreneur began at age 10, when he and his brother started their own business selling baseball cards. As an undergraduate at Haslam, pursuing a general business degree was a natural fit. “The college provided me with great opportunities to figure out my passions.”

Within a year, Weprin dove into leadership positions for campus events as an orientation leader for new students and eventually as president of the Interfraternity Council. He and a friend, William Kirkland, also launched a side hustle selling ads for a campus telephone directory.

Jerry Adams, associate director of residence life for university housing, worked with Weprin during that time. “I found him to be an authentic leader and a really hard worker,” Adams says. “Not worried about getting his name in lights, he just wanted to get the job done.”

While at UT, Weprin met and later married his wife, Mary Ann, and the day after walking in a graduation ceremony, he drove to Chicago to start his career.



THE GOAL WAS TO CREATE A PLACE WHERE EVERYONE WHO COMES IN CAN REMINISCE ABOUT THEIR TIME IN COLLEGE.
—PEYTON MANNING

CHARTING A COURSE TO REAL ESTATE

WEPRIN FIRST WORKED as a real estate broker in the low-income housing market, then moved to Nashville where he started another business with Kirkland, this time buying and renovating properties. A few years later, he returned to Chicago to work for an established real estate investment firm. In 2008, he had the opportunity to purchase interest in a luxury hotel and decided to take a chance despite the economic downturn. Adventurous Journeys, Weprin's fledgling company, grew from resorts to urban development to a hotel chain in 2014 that is now expanding internationally. Two locations will open in Cambridge and Oxford this summer. Graduate Hotels use college memorabilia and local art from the university towns where they're located. "I loved college and didn't want to give up the excitement it brought," says Weprin. "How that all comes together is a huge credit to the towns and the local voices who help us. Starting Graduate Hotels was a great way to spread that excitement on a national and global scale."

HOTELS THAT TELL STORIES

TO CREATE A GRADUATE HOTEL, Weprin's team puts together a local focus group to share ideas. Such groups help the team discover the heart of the market, both in the present and the past, finding the nostalgia of the university and surrounding areas. The process of discovery and design takes one to three years before the hotel opens. "We want

our visitors to walk in and think, 'These people really get me. This feels like home.' That builds loyalty and trust, the most important values in hospitality."

The chain's twenty-fourth hotel opened in Knoxville last August, designed with help from football icon Peyton Manning. One of Manning's brothers, Eli, is Weprin's longtime friend and another brother, Cooper, works for Adventurous Journeys. When Weprin acquired property for Graduate Knoxville on Cumberland Avenue, he asked Peyton for input. "He developed every single item on the restaurant menu, chose every musician and song on the jukebox, and selected every photo and piece of memorabilia on the walls," says Weprin. "His love for Knoxville and commitment to this project were obvious."

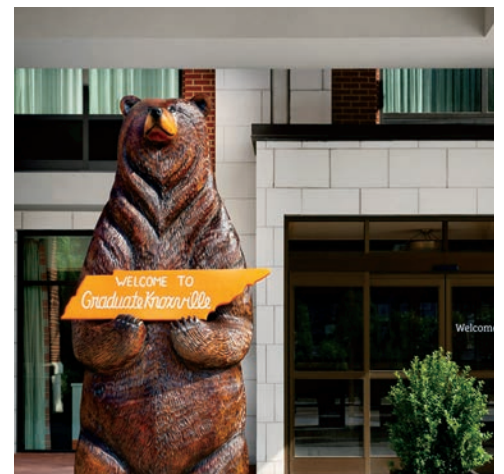
The hotel's bar and restaurant, Saloon 16, has a cozy atmosphere with dark walls and warm colors. Handcrafted by Manning, it tells the story of his UT experience. "For me, it was fun to go down memory lane and celebrate the people who have been part of my Tennessee journey," Manning says. "The goal was to create a place where everyone who comes in can reminisce about their time in college."

As he worked on the project, Manning was impressed with Weprin's abilities. "Ben had this great vision of where everything was going to go," says Manning. "He could see it before it was there."

Weprin's longtime friend and colleague William Kirkland agrees. "Ben sees potential where others don't see anything at all, and has the work ethic to match his vision," he says. "He also has an amazing heart for others—he wants a project to succeed not just for himself, but for the community it will impact."

Reflecting on his entrepreneurial success, Weprin is amazed at how everything has come together. "For me, the best part is the impact we can make on employees, guests, and the community," he says. "Opening a property in Knoxville, home of my own alma mater, has really brought it full circle." ●

OPPOSITE, L-R, TOP TO BOTTOM: Design throughout the hotel boasts Rocky Top lore, with a palette of Tennessee Orange, complemented with blue and white accents; the exterior entrance of Saloon 16 faces campus; the family suite features camping gear and timber loft beds to appeal to the hotel's younger guests; late-night inspired items such as Cheese Bings and Rooster Sliders hint to classic Knoxville eats; Jim Haslam, Peyton Manning, and Ben Weprin at the hotel's private opening; Jim Haslam in Saloon 16; Manning's memorabilia adorns the walls and tells the narrative of his University of Tennessee experience; the hotel's front desk, reimagined as a Vol Navy-inspired tailgate boat. **THIS PAGE, TOP TO BOTTOM:** The hotel's king suite; the hotel entrance's Smoky Mountain welcome; the University of Tennessee's beloved mascot Smokey is a prominent fixture throughout the hotel.





TAYLOR BOYER

Success and Service

Taylor Boyer's enthusiasm for the University of Tennessee, Knoxville, is infectious. "I've always loved UT," Boyer says. "I grew up a Volunteer, watching the leadership of Coach Pat Summitt."

Boyer arrived on campus as a freshman determined to meet new people, grow as a person, and find her passions. She entered Haslam's accounting program, but switched gears after interning with a bridal designer's marketing department while in London with the Global Leadership Scholars program. "I fell in love with marketing," she says. "There are so many ways you can apply those skills."

As an undergraduate, she's pursued a whole-hearted passion for business, her fellow students, and the Haslam community. "I wanted to make an impact and make the most of my four years here," she says. "Some opportunities I knew I wanted to be part of, while others I discovered along the way."

From the start, Boyer says she received support and encouragement from the university community. "I am grateful for those who saw in me the ability to lead," she says, talking

about a residence staff member who encouraged her to take a leadership role in her dormitory. "I know I'm where I am today because of mentors and others pouring into me, and I've made it a personal goal to pay it forward."

Boyer has turned that investment around, expending her energy serving others in leadership roles within the Haslam College of Business, Student Alumni Associates, and Leadership Knoxville Scholars. In 2019, she founded a new organization, Women of Haslam, which is open to both business and non-business majors. "I wanted to create a space that provides networking opportunities and inspires women to develop personally and professionally," she says. "Our priority is to bring together students and businesswomen who serve as role models."

While working to bring alumni back as mentors, Boyer similarly enjoyed connecting with younger students as a peer mentor over her college career. "It's been so rewarding to help them fill out applications for programs or prepare for job interviews," she says. "I know firsthand that the voice of encouragement—having someone say, 'I see these qualities in you'—is powerful. I love helping others discover their capabilities and passions."

Now a senior marketing student with an international business collateral, Boyer plans to pursue a law degree and will enter UT's College of Law this fall.

In recognition of her hard work and achievements, Boyer was named one of the university's Torchbearers for 2021. ●

The Torchbearer is the highest student honor conferred by the University of Tennessee. Torchbearers are seniors who have served their alma mater with overall excellence. The Torchbearer is awarded for academic achievement and outstanding commitment to others as demonstrated by the student's various activities and significant contributions to the university and the community. Students chosen for this award embody the Volunteer spirit, displaying initiative and service in the best interests of both the university and their fellow students.



Seniors **Taylor Boyer**, a marketing major, and **Tyler Young**, a supply chain management major, were named 2021 Torchbearers. The Torchbearer, the highest student honor conferred by the University of Tennessee, is awarded for academic achievement and outstanding commitment to others. (Read more about Boyer and Young on pages 22 and 27.)

In April, Haslam's Office of Student Engagement presented the Haslam College of Business Student Organization Awards. The student honorees were: **Marshall Summar** (Member of the Year), **American Marketing Association - UT Chapter** (Organization of the Year), **Women of Haslam** (Event of the Year), and **Society for Human Resource Management (SHRM) - UT Chapter** (Innovation of Year).

MARKETING

In spring 2021, student members of the Professional Sales Leadership Program received 25 full-time employment offers and eight internship opportunities from Professional Sales Forum partners alone. From non-forum partners, another 21 students received full-time job offers and nine received internship offers.

Kelly Hewett's **Marketing Insights class** spent the fall 2020 semester analyzing data to help Twiddy & Company, a property management and vacation rental firm in the Outer Banks, navigate the pandemic.



Students from Haslam's course in corporate social responsibility—senior marketing major **Kiley Dibble**, junior marketing major **Michael Rodriguez**, senior marketing major **Will Slate**, and senior finance major **Zach Yunger**—teamed up with P&G's nonprofit Children's Safe Drinking Water program to demonstrate a simple, affordable, and convenient way to purify water.

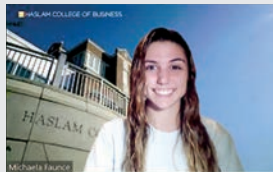
The American Marketing Association - UT Chapter, advised by Cindy Raines, received the Outstanding Commitment to Innovative and Creative Programming Award from UT's Center for Student Engagement and the Service to Students Award from the UTK Phi Eta Sigma Honor Society.

In his last year in the doctoral program, **Riley Krotz** (now joining the faculty at Texas Tech University) was honored with a variety of prestigious awards, including:

- Finalist for the AMS Mary Kay Dissertation Proposal award
- First Place for the KU BESH Doctoral Research award
- Awarded the Dr. Marva Rudolph Award for Equity, Diversity, and Inclusion from the University of Tennessee

COLLEGE-WIDE

JAEWOO JUNG AND ASHLEY ROCCAPRIORE, PHD STUDENTS, BOTH DEFENDED THEIR DISSERTATION PROPOSALS THIS SPRING.



The Haslam team of **R.J. Clemmons**, **Michaela Faunce**, and **Drake Oberholtzer** placed third in the Marketplace Challenge at the 2020 Global Conference of the Collegiate Entrepreneurs Organization club.

The team of **Zach Adkisson**, **Mckenzie Cossette**, **Karli Ailshie**, and **Jonathan Henry** placed second in the 2021 University of Missouri-St. Louis International Business Institute Case Competition, held virtually in March.





The Haslam Community Makes a Volunteer Impact

Initiated in 2018 by the Haslam Undergraduate Cabinet, the Haslam Volunteer Impact (HVI) program recognizes community service by students, faculty, and staff. The program acknowledges participants when they reach 40, 80, 120, and 160 hours of service. This year, 213 Haslam students have progressed from one tier to the next, and six of these were honored at a recognition ceremony on April 29 for volunteering more than 160 hours during their time at college.

Lailah Blackwell, a senior studying supply chain management and finance, was one of the honored. She's volunteered with several local nonprofit organizations, including Keep Knoxville Beautiful and the FISH Hospitality Pantry. "Using my abilities to help someone else is a great feeling and a great way to spend my spare time," Blackwell says. "I think it's important to serve the community because as students, we're part of the community."

Ramo Stott, professional development coordinator for HVI, says the program recognizes that being a volunteer is part of who students are while at Haslam and beyond. "It guides our experiences in the world," Stott says.

The college's Office of Student Engagement has several ways to connect students, faculty, and staff with volunteer opportunities. BUAD 405, part of a series of professional development courses

required for all Haslam undergraduates, challenges students to consider how their education will help them make a positive impact. "That includes teaching them to identify needs, find service opportunities, and volunteer," says Stott. "We focus on skills-based volunteering, knowing that business professionals have many talents to offer to nonprofit organizations, such as marketing, accounting, or analytics."

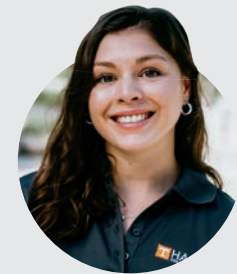
Another initiative, Haslam Serves, provides a monthly opportunity for students, staff, and faculty to volunteer together. The program has worked with Beardsley Community Farm, KARM, and the Ben Atchley Tennessee State Veterans Home.

In addition, the Office of Student Engagement often relays opportunities to Haslam students from the campus-wide Clay and Debbie Jones Center for Leadership and Service. Including all the college's programs, 1,718 Haslam students have recorded 15,311 hours of service during the 2020–2021 academic year.

Mark Willoughby, director of student engagement at the college, says these service initiatives plant the seeds of community engagement within students. "The university has a focus on experiential learning, and we recognize service as a high-impact practice that deeply impacts students," Willoughby says. "We want to make sure they have the opportunity to reflect on their experiences and take what they've learned to their future communities." ●

FIRST PLACE

Four supply chain seniors took home first place in the Conexus Indiana Case Competitions: **Ashlyn Bowman, Maikel Mikael, Spencer Strei and Jessica Thomas.**



Bridgette Larsen was awarded both the prestigious Richter Scholarship and the Traffic Club of Pittsburgh Scholarship.

SUPPLY CHAIN MANAGEMENT



Senior **Jessica Thomas**, NeXxus president, helped the Global Supply Chain Institute, Ryder System, Inc. and Girl Scouts of Tropical Florida to develop a curriculum tracing cookies' journey through the supply chain, enabling scouts to earn a badge in supply chain. She explained that "this patch was created to teach girls about exciting opportunities in supply chain and imagine themselves as leaders in the industry one day. I'm eager to see how this patch continues to grow and inspire the next generation of women in supply chain."



ACCOUNTING & INFORMATION MANAGEMENT



Browning Clark Caroline McDougal

Haslam accounting students **Browning Clark, Caroline McDougal, Mason Tincher,** and **Lukas Jaktas** represented UT at this year's Deloitte R.I.S.E. (Risks, Issues, Solutions, Experiences) case competition in April. In the competition's final results, **Clark** was part of the first-place team and **McDougal** was on the team that placed third.

The team of **Kainat Bhayani, Peyton Boord, Mitchell Maxim, Caroline McDougal,** and **Collin Wilcox** placed second in the region in Deloitte's FanTAXtic case competition. This was the first time a team from UT has participated in the annual contest.

BUSINESS ANALYTICS AND STATISTICS

HARRY CHANNING, BUSINESS ANALYTICS STUDENT, MCCLAIN VALUE TORCH FUND MANAGER, AND MELTON SCHOLAR, WAS ACCEPTED INTO MIT'S MASTERS IN BUSINESS ANALYTICS PROGRAM.



Spencer Payne's Brotallion, a military aviation apparel company, won first place in the spring 2021 Vol Court pitch competition. Second place went to **John Philip Nelms** for SIP Pad, an enhanced incontinence

pad to prevent injury to healthcare professionals. **Mary Warchol** received third place for WrapItUp, a wrapping product designed to save time and improve the gift-wrapping experience.

ANDERSON CENTER FOR ENTREPRENEURSHIP AND INNOVATION

Four student-owned businesses were awarded a total of \$30,000 in seed funds in the spring 2021 Boyd Venture Challenge. **Clay Franklin's** Arid Delivery Products and **Mekal Smith's** Sleepy Owl Company were awarded \$10,000 each. BusiCard, co-founded by **Jonathan Henry** and **Tiho Nikolic**, and Fluffy Friends for Children with Chronic Conditions, founded by **Allison Campbell**, each received \$5,000.



Top Row: Abhishek Ravi, Allison Campbell, Tyler Bears, Ricky Chen, Jordan Scott; Middle Row: Nathaniel Hendry & Isaac Sheets, Kishan Tailor, Sean Utley; Bottom Row: Mekal Smith, Tiho Nikolic, Heidi Whitaker, Spencer Payne, Matthew Shaver

The Graves Business Plan Competition awarded cash prizes to 12 student start-up businesses during the 2020-21 academic year:

In the fall competition, **Heidi Whitaker's** School Bus User System (S.U.B.S.) and **Matthew Shaver's** Rocky Top Engraving received first-place prizes of \$5,000 each in the growth business and lifestyle business categories, respectively. In the growth business category, second place and \$3,000 went to Emerald Strategy Group - BusiCard, founded by **Tihomir Nikolic** and **Jonathan Henry**, with **Tyler Bears' Server** placing third and receiving \$2,000. Among lifestyle businesses, PaintSplash Production, founded by **Isaac Sheets** and **Nathaniel Hendry**, won second place and \$3,000, and **Mekal Smith's** The Sleepy Owl Company was awarded third place, receiving \$2,000.

In the spring competition, **Allison Campbell's** Fluffy Friends for Children with Chronic Conditions and Cogni, founded by **Abhishek Ravi** and **Kishan Tailor**, received first place prizes of \$5,000 each in the lifestyle and growth business categories, respectively. In the lifestyle category, second place and \$3,000 went to **Spencer Payne's** Brotallion, with **Sean Utley's** SDU Auto Detailing placing third and receiving \$2,000. In the growth category, **Jordan Scott's** "to you, for you" received \$3,000 for second place, and **Ricky Chen's** Quarters took third place and received \$2,000.



THE UT CENTER FOR STUDENT ENGAGEMENT HONORED THE SOCIETY FOR HUMAN RESOURCE MANAGEMENT (SHRM) AS THE STUDENT ORGANIZATION OF THE YEAR IN THE SMALL DIVISION.

ECONOMICS

2021 Economics PhD **Eunsik Chiang** accepted a position as assistant professor at Mississippi State University.

2021 Economics PhD **Hieu Nguyen** accepted a position as assistant professor at Illinois Wesleyan University.

MANAGEMENT AND ENTREPRENEURSHIP

A symposium at the Academy of Management's annual conference this summer, "The Art of Storytelling in Academic Writing" (Tim Pollock, with **Ashley Roccapriore** and **Ace Beorchia**, SEO PhD students) won the OMT Division Best Symposium award.



Fischer

Two senior human resource management majors were recognized at UT's inaugural Volunteers of Distinction Awards ceremony: **Annika Fischer** (Professional Promise) and **Lauren Watkins** (Academic Achievement).



Watkins

Senior **Kaylee Pigott** passed her Society for Human Resource Management CP (Certified Professional) exam in January. Students are eligible to sit for the exam only if they have accumulated 500 hours of an internship or practical HR experience.



Pigott

Lucy Buck of the Management Society-UT (MSUT) won the Spirit of Tennessee award for her continued efforts of Mobile Meals in the community during the COVID-19 pandemic.

Trey Lewis earned his PhD in the Strategy, Entrepreneurship, and Organizations program in Management and Entrepreneurship in April, and will join the faculty of Virginia Tech this summer.

Olivia Ray, graduate student in management and human resources, was awarded the Joseph P. Goddard state Society for Human Resource Management (SHRM) scholarship for grad students.

Senior **Annika Fischer**, president of the UT student chapter of the Society for Human Resource Management (SHRM), was named Student of the Year by the Tennessee Valley Human Resource Association, a professional affiliate chapter of SHRM, where she served on the board.



Lewis

OFFICE OF DIVERSITY AND COMMUNITY RELATIONS

The ODCR launched the inaugural **Sophomore Mentoring Program** in spring 2021. The program is designed to help students navigate their second year at Haslam as they prepare for upper-level coursework and internships. A support group consists of a student mentor and advisor.

EVENTS

The ODCR has held several programs, events and speaker sessions, including:

- PepsiCo Power of One: Diversity Leadership Development Program, in which students examined the business case for diversity and were given tools for managing a diverse workforce.
- Diverse Alumni Speaker Series with Isheetta Mistry, Abel Velazquez, Alexandria Hughes and Eliasar Zuniga, in which students learned how to best navigate the university experience from alumni.
- Personal Branding Information Session, in which participants were provided with information and best practices related to building interpersonal skills and leadership attributes focused on professional development.
- Take Off Program "Pitch Competition": Pamela Sanchez, coordinator for retention and education, launched the first "Pitch Competition" for the Take Off program cohort. Students participated in a competition outlining their franchise and start-up business to a juried panel.

TYLER YOUNG

Impact and Intentionality

Tylor Young wants to give younger students the same support and encouragement he received as a freshman at the Haslam College of Business. “I had a really impactful peer mentor my first year,” Young says. “I’ve had other great mentors as well, and their collective influence has shaped my college career.”

Young’s mentors pushed him to get involved with many organizations and opportunities, making the most of his college experience. “That kind of encouragement is something I wanted to give back to others.”

A senior studying supply chain management and business analytics, Young has spent the last three years volunteering as a peer mentor for first-year students, focusing on helping them make a successful transition. He’s also mentored high school juniors and seniors through the Haslam Network program and represented the college as a Haslam Ambassador. “I still stay in touch with a lot of the students I’ve mentored,” he says. “It’s rewarding to watch them succeed.”

In addition, Young volunteered at Emmett Elementary School

in Bristol, Tennessee, teaching business principles to fifth graders. “I had no idea what to expect the first year I went, but the kids were incredibly enthusiastic and eager to connect with us,” he says. “That experience showed me the impact that one small act of service can have.”

In summer 2020, Young worked with Dell Technologies in Austin, Texas, as a supply chain intern. “While I was there, I realized that this field is definitely the right fit for me,” he says. “It was cool to be at a large company at an interesting time in history, when they had to meet the needs of many customers while facing supply chain challenges from the pandemic.”

After graduating this spring, Young will return to Austin to work in Dell Technologies’ supply chain development program. He’s excited to get involved in a new community, where he’s determined to carry on his role of serving others. “The impact you have on others just comes from being intentional,” he says. “As I get involved in a new community, I want to continue mentoring as well as working with homeless populations.”

In recognition of his extensive service, Young was named one of UT’s 2021 Torchbearers, the university’s highest undergraduate honor.” ●





DIANE WALKER MARKARIAN
& RAFFI MARKARIAN

Supporting Young Entrepreneurs

The daughter of two University of Tennessee alumni, Diane Walker Markarian (HCB, '83) grew up on a working farm in Maryville, Tennessee, before studying literature and journalism at UT. While working as a freelance writer for a local publishing company, she developed an interest in business. "Many of the stories I wrote were about young entrepreneurs," she recalls. "That captured my attention and I decided to go back to school."

Walker earned a master's of accountancy from the Haslam College of Business with the goal of working for a large accounting firm. PwC hired her to work in London, England, for six months following graduation, and then she moved to Chicago to work in the firm's international tax department. She met her husband, Raffi Markarian, there. "We worked together, making presentations on a new software product, and we had to travel to clients all over the country," she says. "It was different from the usual accounting culture—very fast-paced, and it felt like an entrepreneurship venture within a large company. I loved it."

Walker eventually left PwC to work in management consulting for the software industry, including for IBM and several startup technology companies.

With a background in science and technology and an MBA in accounting and finance, Raffi enjoyed working at PwC for about five years, but says meeting Diane was the highlight of his early career. He eventually moved to Deloitte, where he's worked for 22 years. "It's a very fulfilling and dynamic organization," he says. "The rapid changes of pace in many areas have been very dramatic, especially related to technology and globalization."

Over the years, Diane and Raffi enjoyed frequent trips from Chicago to visit Diane's family. Among other

activities, the couple enjoyed attending football games. "UT gave me a whole new perspective on college life and the color orange," Raffi says. "It satisfied something I missed in my own undergraduate experience—the exhilaration of college athletics."

A few years ago, Diane and Raffi attended a social event in Chicago for UT alumni where they learned about new initiatives at the university. As they explored opportunities to be more involved, they learned about the Anderson Center for Entrepreneurship & Innovation. "We came down and spent time attending the pitch competitions," says Diane. "We were very impressed with both the events and the students involved."

When the couple asked where their investment might be best used, Lynn Youngs, executive director of the Anderson Center, and Tom Graves, director of operations, suggested an endowment to help students travel to pitch competitions outside the local region. The idea struck a chord with Diane, who loves to travel. "It's important to me because it's broadened my life experience," she says. "We thought that was a great place to invest and feel that the money has been well spent on something we're both very interested in."

Today, Diane and Raffi divide their time between their home in Chicago and Diane's family farm in Maryville. "We love it here," she says. "The four seasons, the nature, the birds, and wildlife make Tennessee a special place for both of us."

Longtime friends Mark and Maria Lazzaro say Diane and Raffi have always shown an interest in entrepreneurship. "They enjoyed exploring local businesses when we traveled together, and now they have that same excitement for rediscovering East Tennessee." ●



BE WHAT'S POSSIBLE
HASLAM

Donor Report

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

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

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 Mason & Emily W. Jones
 Dean M. & Laurie A. Jones
 Gregory A. & Ruth Kellick Grubbs
 Barron D. & Elizabeth M. Kennedy IV



DICK TOWNSEND

Honoring A Legacy of Compassionate Mentorship

When Marty Brown (HCB, '85) took his first accounting class from professor Dick Townsend, he hadn't decided what he wanted to do after graduation. He credits Townsend's genuine compassion for his students and skill at teaching complex accounting concepts with setting him on his career path.

"There are UT accounting grads all over the country who have benefited from his kindness and leadership," Brown, who is now president and CEO of PYA, says.

That legacy is why Brown felt it was important for PYA to make the leadership gift in this fundraising effort for the Richard L. Townsend Chair of Accounting, the first endowed chair for the college's Department of Accounting and Information Management (AIM).

Townsend has had an impact on many of PYA's partners and clients, and the company regularly recruits Haslam AIM students.

"We're so proud of the accounting program and what it has become over these last decades," Brown says. "The current stewards of that department

have benefited greatly from past leadership.”

As the current head of Haslam’s AIM department, Terry Neal is the first person to hold the new chaired professorship.

“We are very excited that our first chaired professorship in AIM is named after Dick, and we are so appreciative of the incredible number of his former students who have contributed to make the Richard L. Townsend Chaired Professorship of Accounting a reality,” Neal says.

The endowment comes as the result of a grassroots fundraising campaign from Townsend’s former students. In 2009, hundreds of alumni contributed toward an endowment in honor of Townsend’s 42-year career at UT. That effort grew quickly, and in 2015, the campaign committee organized a successful push to fund a professorship. In 2020, a new campaign kicked off to upgrade the professorship to the AIM department’s first chair.

The highest faculty award a professor can hold, a chair requires a minimum endowment of \$2 million. To reach this goal, the campaign committee reached out to alumni for gifts of any size. PYA pledged a leadership gift of \$100,000, and dozens of alumni contributed \$5,000 or more.

“It would be hard to imagine another UT accounting faculty member who has impacted more students—accounting and otherwise—over their career than Dick Townsend,” says Neal. ●

“
There
are UT
accounting
grads all
over the
country
who have
benefited
from his
kindness
and
leadership.
—MARTY BROWN
(HCB, '85)

Rufus B. & Rebecca K. King
Walter L. Lacy
Michael W. Langenberg
James S. & Joan S. Lattimore Jr.
Thomas R. Lawson Jr. & Carol A. Haynes
Ronald P. & Ann Layne
Terry L. & Carolyn Leap
Levadata Inc.
Carol Littlejohn
Michael A. & Tina A. Lobel
William M. & Brenda G. Locke
Jeff D. & Sena Longmire
Jonathan R. & Blair Steakley Lund
Richard E. & Patricia M. Mallicote
O. Pat & Mary P. Marsh
Michael J. & Betsey K. McCall
Robert C. & Ann McMahan
David W. & Lisa McMillan
Bob & Stacy A. Mertz
Dustin & Kim Meyers
Harry F. & Suzanne M. Miller Jr.
Joseph & Julia Moore
Karen J. Moore
Thomas Moore
John R. Moore
James M. Moore
Mark E. & Kathryn Mosteller Sr.
Matthew F. & Allison Musso
James M. & Linda A. Myers
James W. & Angela Y. Namkung
Alan J. & Jules Natowitz
Thomas H. Neal Jr.
George C. & Carolyn J. Newcomer Jr.
Todd A. & Ashley Nickloes
Steven A. & Amy F. Noland
Brian W. & Deborah J. O'Rourke
Charles W. & Carolyn Pearson III
R. Paul & Barbara Perutelli
Phillip S. & Kathy J. Piper
Donde L. Plowman & Dennis J. Duchon
Rob P. Power Jr.
Rob N. Power III & Kai-yan Lee
Nelson C. & Natalie P. Pratt
Patricia G. Pratt
Donald B. & Nancy O. Preston
John W. Prugh
Gina Pruitt
Tom C. & Kimberly A. Quillen
Michael K. & Julia S. Rafter
Edith S. Rayford
S. Seth & Loren L. Reagan
Michael J. & Shannon Reeves
David A. & Ibis C. Reynolds
Russell B. Richards
Jon G. & Mintha E. Roach
Ronald R. & Marta P. Roberts
Charles M. & Kelly L. Robinson
Gary L. & Donna G. Rose
Brett W. Rousch
Robert E. & Anne E. Sandlin
J. Scott & Cara W. Sandlin
Eric M. Saul
M. James & Susan A. Sayrs

Jason M. & Jean M. Scheffer
Louis C. & Sherlene C. Schumacher
Gregory M. & Cheryl P. Sekelsky
Eugene T. & Elizabeth G. Seymour
Benjamin H. & Lindsay E. Sharpe
William & Laurie R. Shimp
Barrett V. & Betsy K. Simonis
James F. Smith Jr.
Travis M. Smith & Deborah R. Stairs
Kevin R. Snyder
Ronald D. Spurlock
Elizabeth P.B. Stanford
Keith G. & Josie B. Stanga
Theodore P. Stank & Lori Nash
C. Lee Steinhouse III
Robert T. & Jeanmarie Stevenson
Carrie V. Strickland
Michael T. Strickland
Christopher Summerlin
Sharon M. Taylor
Joe P. & Sheryl S. Teague
TeamHealth Inc.
Scott A. Thomas
Dick & Irene Townsend
Willie O. & Edith W. Turner
Robert K. Turner
Jamie R. Underwood
James R. & Teresa N. Van Frank Jr.
D. Houston & Sherry Vaughn Jr.
James H. & Connie P. Valavides
David C. Verble
Jerry W. Walker
Karen Walters
James W. & Candy P. Wansley
William E. Waugh
Charles Westmoreland
Kay L. & William M. Whitman
D. Brent & Tanya Wilder
Richard V. & Deborah D. Willmarth
Paul A. & Mary L. Wilson
Shane & Tracie M. Woidtke
James M. & Nadine C. Woodall
Christopher F. & Melissa F. Wyatt
Joseph T. & Suzanne Wyrick
Douglas A. & Sara B. Yoakley
David K. & Sarah B. Youngblood

\$500-\$999

Justin M. Alexander
Robert P. Alexander
Kyle B. & Mary K. Allen
Steven A. & Deborah J. Anderson
Dave & Kathleen J. Anthony
Gregory Antoine
Jean D. Arrants
Thomas M. & Midge O. Ayres
James M. & Corinne M. Balthrop
David K. & Janine N. Barber
Dolores P. Barr
Mike & Janice Belbeck
John & Lauren N. Belcher

NEWLY ESTABLISHED ENDOWMENTS

JANUARY 1, 2021 - JUNE 1, 2021

Charlie & Moll Anderson Accelerator Endowment

John Beard Family MAcc Scholarship Endowment

Coggin Family Accounting Faculty Endowment

Ellis Family UT Promise Scholarship Endowment

Amy Foster Memorial Research Fellowship Endowment

Vicki Babb Hall JTV Center for Applied Business Analytics Endowment

Wilma Jordan JTV Center for Applied Business Analytics Endowment

JTV Center for Applied Business Analytics Endowment

McKinley Family Accounting Professorship Endowment

PEMBA Faculty Fellowship Endowment

Sharon Pryse/Trust Company MILC Directorship Endowment

Ryder Supply Chain Professorship Endowment

Schumann Family BETS Scholarship Endowment

Charles Wagner Family Fellows Endowment

R. Gregory & Lisa Hair West JTV Center for Applied Business Analytics Endowment

Roger E. & Rose Baldwin West JTV Center for Applied Business Analytics Endowment

Wyatt Family Faculty Endowment

Michael T. & Lisa M. Berry
 John T. & Denise P. Billings Jr.
 Judy B. Birchfield
 Zora E. Bivens
 Timothy M. & Mary T. Blair
 Charles J. Blalock
 April Blalock
 John C. & Mary R. Bolton
 Nathaniel A. & Virginia I. Borghi
 Edward J. & Patricia G. Bouwer
 Christopher & Rebecca S. Bray
 Ralph L. Brickell III
 Kevin & Christie Brogan
 Joseph R. & Carmelita G. Brown Jr.
 John J. & Catherine M. Bunch
 Lindsay Burke-Melton
 Charles T. & Vicki P. Carlisle Jr.
 A. Steven & Claudia J. Carmichael
 Allen M. & Tiffany U. Carpenter
 Stanley M. Chervin & Barbara F. Richards
 Joel M. Chusid
 Craig C. & Keri W. Cochran
 Michael P. & Stacey R. Corley
 Eva L. Cowell
 Scott D. & Jill E. Craig
 David W. & Barbara L. Crippen
 David H. & Linda D. Crumpton
 Michael J. & Carolyn E. David
 Michelle C. Davis
 Michael E. & Mindy M. Dixon
 R. Joshua Dobbs
 Tanner J. Dobrucky
 Ryan & Sarah W. Dodd
 Daniel H. Dougherty
 James R. Doyle
 Bruce D. & Maria Duggins
 Taylor D. & Melissa Dunn
 Ashleigh M. Eldemire-Poindexter
 Curtis A. & Deborah O. Ernsberger
 Bichaka Fayissa
 Walter & Patricia Y. Flowers
 Justin W. & Kristen Follis
 Edwin B. & Karen Fort
 Duncan M. & Karol Fort III
 Geoffrey A. & Barbara A. Freeman
 Caroline J. Friedrich
 Phillip M. & Jinny B. Furlong
 Donald D. Garretson & Marla Mason
 Robert C. & Angela B. Gibson
 David C. Gilbert
 Martin P. & Lori Gillespie
 Charles A. & Sandy Gillespie III
 Benjamin R. Goodwin
 Bradley R. & Sharon R. Greer
 Chris Griffin
 Landy B. Hair
 Clifford M. & Barbara Adamson
 H.C. & Mary E. Harkleroad Jr.
 J. Tom & Pat Harper
 Rebecca D. Harrell
 Charles L. & Janice Harrison

Mallory Hayes
 Robert J. & Roberta L. Head
 Tabatha L. Helm
 J. Scott & Mary Ellen G. Herbert
 Brady D. & Mary Holcomb
 I. Regina Holt
 Richard & Melba W. Jackson
 Molly Lotter
 Robert B. & Sandra L. Kirkman
 John N. & Kerry D. Klein
 Timothy R. & Renee R. Kovick
 Kevin C. & Nicole Krushenski
 Kent D. Kurkiewicz
 Betty A. Lewis
 R. Bruce & Jill F. Long
 Bin Long & Bo Yang
 Ronald J. & Lindsay E. Mahony
 Livesay
 Sarah M. Mallicote
 Robin G. & Val C. Manley
 Kimberly A. & Jeff J. Maples
 Frances R. Marbury
 Heather L. Martin
 Michael W. & Suzanne S. Masters
 Kenichi & Yuki Matsuno
 Shelley C. Mayfield
 James S. & Lynn D. McCallie
 John W. & Lois M. McKeever
 Jeff & Regina Nicks
 Nancy W. Nix
 Charles H. & Stephanie M. Noble
 Benjamin M. & Kelly Nye
 Finis S. & N. Lucretia Patton
 Brainard S. Patton Jr.
 Gary E. & Kathleen W. Peck
 David P. & Cheryl M. Perrot
 Bradley D. & Wendy W. Petty
 Jeffrey Phillips & Jane E. Campbell
 Edward L. & Susan M. Poore
 Thomas A. & Anne M. Power
 W. Andy & Meagan Puckett
 W. James & Angela C. Pugh Jr.
 Brad J. & Lindsay Ranley
 Daryl D. Ray
 Andrew M. & Peggy Rector Jr.
 Joel E. & Melissa D. Reeves Jr.
 Refreshments Inc.
 Hector Reyes
 Joseph L. Richardson
 L. Glynn & Victoria L. Riddle Jr.
 Byron H. & Pat Risner
 John K. & Martha H. Roach
 Worrick G. & Leslie A. Robinson IV
 Dick Rockenstein & Jo Ann Adams
 John D. & Nannon W. Roosa
 Michael L. & Ruth M. Ross
 Mark S. Rutherford
 Thomas & Tammi Ryan
 Kevin & Nancy Sanders
 Ken & Kathy A. Savage
 Kelly M. Schroeder
 George H. & Anne J. Schultz

Shay D. & Shanle G. Scott
 Eric E. Siegel
 Russell T. Sites & Laura Joseph
 Tyvi T. & Tammi M. Small
 Rick Smith
 Charles G. Smith Jr.
 Rickey A. & Nancy W. Snoddy
 J. Ryan & Shannon Sowell
 Wade St. John
 Brenda Steakley
 J. Gary & Temple C. Stevenson
 Wade R. Stonebrook
 Nelle I. Strange
 Justin C. Stringfield
 Michael L. & Sheryl L. Taber
 Melanie D. Taosuwan
 B. Lance & Anne Marie Taylor
 Norman G. & Wendy A. Templeton
 Lucas L. & Terri W. Tennant
 David R. Thomas
 Samuel H. & Peggy A. Thompson
 Matthew T. & Summer B. Tucker
 Michael S. & Jill M. Turner
 E. Graham & Ann B. Vaughan III
 Andrew J. Venable
 Thomas W. & Kimberly O. Wade III
 James L. & Patricia G. Walsh
 Charles B. & Charlotte White
 Gordon D. & Susie Whitener
 Jack W. & Rhonda K. Wiley
 Rod A. & Karen C. Williams
 David W. & Julie A. Williams
 Mark E. Willoughby
 Yarbrough Family Foundation
 Gillen E. & Michele Young
 Willy M. & Miu F. Yue
 Wenjun Zhou
 Arthur L. Zucker

\$250-\$499

Jennifer A. Accolti-Gil
 Jeffery T. & Cindy A. Adair
 Gary D. & Carol M. Adams
 William M. & Sarah Addis
 Ifedapo L. Adeleye
 Ronald L. & Jean A. Alexander
 Brent H. & Lawrence D. Alexander
 Hannah G. Alexander
 John R. & Patti F. Allen
 Nevin R. Aragam
 Carol L. Arnall
 James L. & Kathryn M. Badgley
 William & Courtney E. Barlar
 Todd L. & Robin R. Bassett
 Benjamin H. & Maggie Bates
 Tommy R. & Pam Baucom Sr.
 Michael F. Bedard
 Francis J. & Sandy Bedard
 James & Ann C. Begley
 Bruce K. & Julianne C. Behn

William F. & Hannah B. Bell Sr.	Steven & Tiffanie R. Fittes	Jordan R. & Julie Marshall	Elizabeth L. Shanton
Richard N. & Zinat H. Benson	Brian J. & Heather Foley	Gregory & Wendy Martin	Jonathan L. & Caylee Shell
Michael L. & Kathy R. Bevins	Joey & Lauren Forbidussi	Joseph L. & Allyson R. Matlock	Emilia O. Sherfy
Hal H. & Kathy W. Bibee Jr.	David B. & Ann S. Foutch	Phillip R. & Virginia B. Mattox	Stephanie M. Sieggreen
Dave Bigham & Carol A. Bigham	George T. & Charla S. Fox	Michael C. & Marie Mazanek	William D. Singer
John J. Billingsley	Monty G. & Denise Fritts	Andrew & Samantha G. McCartt	Linda S. Skouby
Steven M. & Valerie Biss	Robert M. & Leigh Ann Fuller	John M. & Christina McDougal	Ray H. Smallen
Wayne E. Blasius	Kevin T. & Cynthia Galbreath	Mark H. & Susan D. McNeil	Charles B. & Robin R. Smith
Mary H. Bondurant	Tina M. Galloway	Tommy G. & Jenny R. Meredith	Spencer S. Smith Jr.
David & Serna G. Bowman	Scott P. & Decindria L. Gibson	Stephen J. & Kimberly K. Merrill	Revonna J. Smith
Fred W. & Jerelyne P. Brady	Gary M. Given	Charles R. & Sue L. Milazzo	Peter K. So
Terry W. & Kathy S. Brandon	Charles L. Gobble	Virgil Mincy	Margie L. Sowell
M. Stephen Brandon	David A. & Martha J. Gordon	William A. & Elise Mitchell	Bob Sowell
Rachel H. Brannon	Jeffrey & Lynn Gottke	Nick A. Mmbaga	S. Blake & Leigh Stinnette
Larry G. & Rosemary A. Bray	Michael E. Gower	Kyle T. Moffatt	Bobby R. & Pamela C. Stoffle
Michael D. Brice	Diane S. Gower	Raul F. Montalvo	Robert M. & Tanya L. Stokely
Sandra R. Brown	Thomas H. & Florence F. Graves	Benita H. Moore	Jevon T. Strasser
James F. & Diane V. Brown Jr.	Monica M. Greene	Bobby W. & Victoria A. Moore	William & Diane K. Stumph
Donald J. & Jennifer A. Bruce	Daniel R. & Kathy E. Hamilton	Stephanie Morela	Randy R. & Barbara L. Swanson
Stephen M. Brumbelow	Megan Hargreaves	Megan R. Morris	Doug & Anne Swartz
Caroline Bryan	Lindsey A. Hatcher	M. Lane & Julie K. Morris	Richard & Sharon S. Tannahill
Ralph D. & Chari C. Buckner	Kevin M. & Mary Heath	William D. Morris	Wendy L. Tate
Tom J. & Laura Burke	Yuchan Hendricks	Eric J. & Barbara Moses	Lawrence C. & Lorrie Taylor Jr.
Thomas R. Burkett	Warren D. Henry	Mark J. Mulloy	Jane C. Taylor
Stan J. & Kathy P. Butkowski	William O. & Susan G. Henry	Timothy P. Munyon	Robert J. & Leona S. Thomas Jr.
James R. Byrd	John A. & Teena Hewgley	Mark R. & Christine B. Mutchnick	William & Amy L. Thomas
Patrick W. & Caitlin Byrd	William M. & Jan S. Hewgley	John W. & Kristin R. Myers	Jordan & Ashley Tipton
Jim & Melissa S. Cardon	Alan L. Hill	Sudhir S. Nair	Michael W. & Tami K. Touchstone
Tom M. & Julie Carpenter	Christopher & Elizabeth D. Hipps	Daniel M. & Terri Nolan	Tool Crib
David W. & Mary A. Carringer	Hodges & Pratt Company PC	Meaghan A. O'Connor	Melissa A. Tribble
Dave J. & Penny S. Carver	Donald A. & Rebecca A. Holt	Thomas E. & Lorrie O'Donovan Jr.	Stephen R. & Donna M. Turbyfill
Garry L. & Kathy D. Cate	Matthew W. Horton	Matthew T. & Juanita R. Orth	Charles W. & Julie Umsted
Jim & Kellie M. Caughorn	Stephen K. & Kimberly Huddleston	Jack Parker & Esther O. Wong	Gregory L. Underwood
David Cawrse & Barbara A. Felix	Mark E. Hudson	Jerry L. & Bernice N. Parker	Dwight H. & Sheila Van Inwegan
James T. & Mary J. Chandler	Kevin J. & Julie Hunsinger	Robert & Sheri L. Pfeil	Tony & Pamela Vaughn
Jillian G. Cherry	Ben & Emily Hyman	Curt & Holly H. Pierce	John M. Wachowicz
James H. & Lisa Clement	Kirk B. Jensen	John T. Pittman III & Alpha Patel	Lisa M. Waddell
James R. & Renee Cody	Andrew C. & Melody Johnson	Henry M. Poss Jr.	Donald B. & Janet E. Wake
Jonathan Cortner & Becky Colburn	L. Dan & Linda R. Johnson Sr.	Connie Potter	William L. Waldrop
Robert D. & Johnnye Corey	Reid G. Johnston	Charles B. & Michelle Powell	Matt E. & Elizabeth E. Wallin
Gregg G. Crawford	William A. & Janet Jolly	Robert H. Ralston II	Brian & Marianne H. Wanamaker
Tony W. & Leah B. Cross	Donald E. & Julie Jones Jr.	J. Stephen Ramey &	James C. & Teresa Wardrop Jr.
Michael F. Crum	Daniel J. Keddie	Kathleen M. Burns	Kenneth R. & Lisa O. Wayco
Layken C. Culver	James S. Keebler	Howard W. Ray	John L. & Jean H. Wernicki
John R. & Lisa J. Cunningham	Stephen T. & Andrea L. McGillivray King	E. Murray & Amy F. Reavis	Donald D. West Jr.
Bobby W. Damron	Frank A. & Anne Kocur II	Benjamin C. & Zoe R. Rechter	Jacob L. Wheeler
Charles E. & Dandris Davis	Christopher S. Kronenberger	Jeffrey T. Redford	Michael T. Whitaker
Kurt & Nicki Dawson	Rick B. & Beverley K. Kuhlman Jr.	Gregory R. Reed	Joseph E. & Susan D. White
Dennis & Kim K. Denton	James Lagger	Julia E. Richards van Zyl	William W. & Wanda C. White Jr.
Joseph & Kristen K. Devine	Michael L. Landon	Richard A. & Shelley H. Riley Jr.	James M. & Linda L. Williams Jr.
Sean R. & Katie DeWitt	Trenton & Julia A. Langston	Scott M. & Jean A. Robbins	Robert L. & Sharon N. Wilson
John C. & Lesley Dillon III	Jong Seok Lee	James T. & Margaret A. Robert	Jeffrey A. & Jody K. Winslow
Patrick & Lisa L. Driscoll	Fei Leng	Frank D. & Mary A. Robinson	W. Miller Wood III
Nathan W. Duce	Scotts P. LeTellier	Randall L. Rose & Kelly S. Hewett	Jeffrey B. Wright
James G. Dugger Jr.	Charles D. & Marla Little	Margaret Ross	Yazhen Xiao
Walter W. & Becky Duncan	Evelyn J. Lominac	Jacob L. Ruble	Paul J. & Agnes L. Yoo
Robert L. Ebinger Jr. & Margaret K. Thompson	Robert R. & Kathleen J. Long	Kylar D. & Kathryn Russell	William P. & Louise Young
Byron M. & Carol L. Eiseman Jr.	Robert S. & Shannon B. Lowe	Tsutomu Sagawa	Alex R. & Ana M. Zablah
Barry A. & Lynn B. Eisenberg	Aeron & Catherine M. Lucas	Marti J. Samsel	Douglas R. & Shana Zink
Melinda L. Fairchild	David M. Mann	Dennis & Charla M. Sartain	William & Allison Zotti
Lora G. Fishman	Michael R. Marks	Benjamin M. Schuster	
		Roger D. & Carol F. Schwenke	

Update



Stay in touch!

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

This update reflects information known as of June 1, 2021.

'70s



Larry Pratt (HCB, '73), CEO of First Savings Mortgage Corporation, donated \$140,000 to cover reduced wages of UT athletics staffers who took a pay cut because of COVID-19.

'80s



Steve P. Henry (HCB, '81) was announced as president of Lenoir City's House Hasson Hardware Co.



First Bank & Trust Company appointed **Jimmy Millsaps** (HCB, '83) vice president and commercial loan officer in Morristown, Tennessee.

Scott Roe (HCB, '87) is now CFO and head of strategy for Tapestry, Inc.

Dewayne Scott (HCB, '84), CEO and founder of TDS & Associates, LLC, was profiled in the *Nashville Business Journal*.

'90s



The Chattanooga Times Free Press

Fred Clelland (JD/MBA, '90) joined the Chattanooga law firm of Warren & Griffin, P.C.



Russ Wise (HCB, '91) is now assistant principal overseeing curriculum at Bearden High School in Knoxville.



Scott Marshall (HCB, '93) is now a business development consultant with Emovi, a Montreal-based medical device company developing products for knee joint assessment.

Inspired by their daughter Annie, **Pete** (HCB PhD, '94) and **Betsy Brewer** are in the process of opening an Asheville, North Carolina, Howdy Homemade, a Texas-based chain of ice cream shops that employs special needs workers.



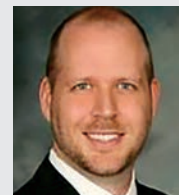
Guaranty Home Mortgage Corporation (GHMC) announced the addition of **Craig Parrish** (HCB, '95) as vice president of human resources.



Scott McDaniel (MBA, '96) was appointed chief executive officer of Oneida Hospitality Group, a leading provider of commercial foodservice and hospitality solutions.

Eric Ostermeier (HCB, '97), founder and managing director at Southbridge Access, along with other Southbridge executives, congratulated Haslam PROMBA students for completing month-long consulting projects focusing on Chilean companies in the spring semester.

Matthew Kendall (ProMBA, '99) joined Honeywell as chief technology officer for healthcare.



Matthew Sibole (HCB, '99) has been named the new chief financial officer for Classic Brands, a leading designer, distributor, and manufacturer of sleep products, accessories, and furniture.

'00s

Serenity Carr (HCB, '00) and her husband, Joe, have seen rapid growth for their baby food company, Serenity Kids Baby Food.



In March, Harvard Business School presented a webinar with **Chad Foster** (HCB, '00), author of *Blind Ambition: How to Go from Victim to Visionary*.



Garrett Lewis (HCB, '00) was selected for the newly created role of chief operating officer for VCA Animal Hospitals in Los Angeles.



The96.1

François Nader (PEMBA, '00) was recently honored by the Lebanese government for their work in developing the Moderna COVID-19 vaccine.



Stephanie Thomas (HCB, '00) has been appointed to the AWESOME (Achieving Women's Excellence in Supply Chain Operations, Management & Education) advisory board.



Midwest Communications, Inc., promoted **Michael Brody** (HCB, '01) to vice president/market manager of its Knoxville cluster, which includes Classic Rock WIMZ, AC WJXB, Adult Hits Jack FM, and Classic Country Duke FM.

Bechtel Nuclear, Security and Environmental, Inc., promoted **Stanley Odom** (ProMBA, '02) to manager of internal audits.



The Maryville Daily Times

Jeremy Stephens (MBA, '02) joined the Leadership Blount County (Tennessee) class of 2021.

Chris Case (ProMBA, '03) received his professional engineering license from the state of Indiana.



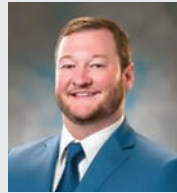
The UT Knoxville Alumni inaugural Volunteer 40 Under 40 class includes Haslam alums **Kara Lawson** (HCB, '03), **Ryan Robertson** (HCB, '11), and **Ashley Smith** (HCB, '13).



Kathleen Gooch (MAcc, '04) has been named managing director of KPMG's business tax services practice in Nashville.

General Mills promoted **Amanda Leuthard** (ProMBA, '04) to senior supply chain planning manager for North America.

Melissa Kestner (ProMBA, '06) received a promotion to IT manager at Luke & Associates, Inc. in Rockledge, Florida.



The Chattanooga

Spencer Mercer (HCB, '07, MAcc, '09), a CPA and senior manager with Kraft's tax services group, joined the team at KraftCPAs PLLC's Chattanooga location.

Stuart Cooper (ProMBA, '08) celebrated seven years of tenure, in multiple roles, with C Spire Business.



Jim Kitchen (EMBA-SL, '09) is an entrepreneur and passionate traveler who has visited every country in the world and has his sights set on a new frontier: space. In the meantime, he's written a book on his travels: *A Bigger World*.

Jared Hill (PROMBA, '08) was promoted to executive director of operations with ionogen.

'10s

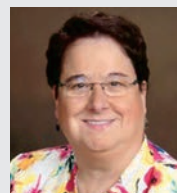


Stacy L. Leeds (EMBA-SL, '10) has been appointed Foundation Professor of Law and Leadership at Arizona State University. Leeds will be part of ASU Law's Indian Legal Program.

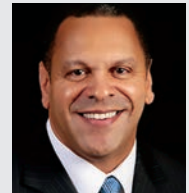
Pegasystems spoke to **Esra Turan Taylor** (PhD, '10) about the transformation she led as SMB marketing director of Etisalat (Etisalat Misr), the largest telecommunications corporation in the Gulf Cooperation Council (GCC) of Arab states.



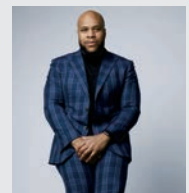
Alcoa promoted **Stephen Guerrette** (HCB, '11, MBA, '15) to vice president of North American value-add product sales, scrap, and risk management.



Monica Jones (PEMBA, '11) has been named chief medical officer for Erlanger East and Erlanger North Hospitals in Chattanooga. (Erlanger Health System).



Tyrone "TJ" Jordan (ADMBA, '11) was elected to Trinity Industries, Inc.'s board of directors.



Memphis Biz Journal

Ryan Robertson (HCB, '11) was named global head of brand marketing for Popeyes Louisiana Kitchen.



Brent Watts (ProMBA, '11), a citizen of the Catawba Indian Nation, is the founder of Red Heritage Medical LLC, which supplies imaging technology, orthopedic implants, and more to Indian Health Services.



Sachin Apte (PEMBA, '12) joined the Huntsman Cancer Institute and University of Utah Health as chief clinical officer of HCI and physician-in-chief of the cancer hospital.



OrthoBethesda, a premier provider of orthopedic services in the greater Washington, DC, region, appointed **Emil Engels** (PEMBA, '12) to the newly created position of chief executive officer.

Maryville promoted **Jane Groff** (ProMBA, '12) to administrative services director.



Jessica Post (HCB, '12) joined the Yakima, Washington, school district as chief strategy officer and a COVID Response Fellow, connecting senior talent across the US with school districts to provide high-level support to senior leaders.

Comcast promoted **Ralph Silvan** (ProMBA, '12) to VP of strategy and operations.



Rhonda A. Stewart (MBA, '12) has been named the new executive director for the Western Tidewater Free Clinic in Suffolk, Virginia.



The Lipscomb University College of Business appointed **Hannah Stolze** (PhD, '12) director of its Center for Transformative Sales and Supply Chain Leadership and associate professor of supply chain management.

Consolidated Nuclear Security, LLC which manages and operates the Y-12 National Security Complex and the Pantex Plant, promoted **Megan Houchin** (ProMBA, '13) to director of lean six sigma.



Michael E. Stevens' (PEMBA, '13) Scottsdale, Arizona-based primary care practice joined MDVIP, the leading network in personalized healthcare.



Ascension's chief community impact officer **Tamarah Duperval-Brownlee** (PEMBA, '14) spoke to HealthLeaders Media about how her curiosity, questions, and servant leadership style have

influenced her executive experience.

Barbara Grobicki (ProMBA, '14) is now executive director of the Strategic Management Society.



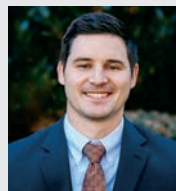
The Maryville Daily Times



Trey Klatt (MBA, '14) and **Kesha Waters** (HCB, '18) have joined the Leadership Blount County (TN) class of 2021.



Carter Lawrence (JD/MBA, '14) was appointed to lead the Tennessee Department of Commerce and Insurance.



HHM Certified Public Accountants hired **Andrew Mayfield** (HCB, '14) to assist business owners in year-end tax planning, succession planning, and general tax and accounting services.



Plastics News featured **Rachel Vickers** (MBA, '14), global strategic sourcing leader for Avient Corporation, as one of their rising stars of 2021.



Caleb Alexander (HCB, '15) has been appointed as the new CFO for CapWealth Advisors LLC, one of *Financial Times'* 300 Top Registered Investment Advisors for 2020.



Heather Leisy (PEMBA, '15), director of preventive medicine for HopeHealth, helped lead a virtual vaccine town hall in the spring in Florence, South Carolina.



Cambrey Little (EMBA, '15) is now chief growth officer for Lirio.



HCA Healthcare named **Monique Butler** (PEMBA, '16) chief medical officer of its North Florida division.

Samir Harb (ProMBA, '16) is celebrating 10 years at Pilot Flying J in July.



Tiffany Nelson (EMBA-HL '16) is now the executive director of the Georgia Rural Health Innovation Center in the Mercer University School of Medicine.

Kindred, UT Medical, and Tennova promoted **Garrett Rich** (ProMBA, '17) to be rehab director at the new Rehab Hospital Tri-Venture.



At the digital American Academy of Allergy, Asthma, and Immunology (AAAAI) annual meeting, **Michael Tankersley** (PEMBA, '17) presented tips on preparing for telehealth visits to reduce confusion and stress for patients and staff.



The Chattanooga

Benjamin “B.J.” Wilkerson (HCB, '17) joined Crye-Leike's Downtown Chattanooga branch office as a licensed realtor.

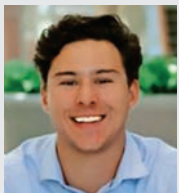
Chavez Golden (ProMBA, '18) will serve as an adjunct professor of supply chain management this fall.



Logan Hale (HCB, '18) has been named president of Winsupply's newly opened location in Seymour, Tennessee.



Ranjit S. Hundal (EMBA-HL, '18) is joining the executive management team of Huntington Hospital in Pasadena, California.



In an interview with the Society for Human

Resource Management (SHRM), **Billy Spencer** (HCB, '18, '19) expressed his gratitude for his experience in the UT chapter and encouraged all HR students and new graduates to get involved with SHRM.



Tom Dorsey (EMBA-SL, '19) launched his business, RocketCert, which was the focus of his Organizational Action Project (OAP).

John Ergen (ProMBA, '19) now works for Clayton Homes Technology division as a business analyst lead.



Erich Gertz (EMBA-HL, '19) was recently featured in an EMBA Council blog post encouraging younger executives to consider an EMBA.



Boston Celtics forward **Grant Williams** (HCB, '19) is the second recipient of the NBA's Bill Russell Mentoring Legacy Award.

Erik Hargis (ProMBA, '19) has a new role as senior manufacturing engineer lead with Navistar in Huntsville, Alabama.



Mihir Patel (PEMBA, '19) and **Ruby Sahoo** (PEMBA, '19) were recently named to the Society of Hospital Medicine Senior Fellows Class of 2021.



Gerhard Schneibel (ProMBA, '19) was named director of communications for the UT Office of Advancement Communications.

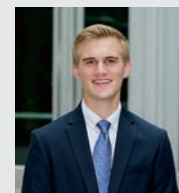
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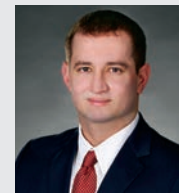
Naomi Anderson (EMBA-HL, '20) is using her degree for the greater good by supporting and advocating for the Tennessee School for the Deaf.

Alex Belianinov (ProMBA, '20) started a new position as a principal scientist in Sandia National Laboratory, in Albuquerque, New Mexico.

Matt Birch (ProMBA, '20) is now global product manager for Morningstar's selection and due diligence services.



Connor Clarke (HCB, '20) accepted a position as a corporate strategy analyst with Eastman.



Jordan Ferrell (JD/MBA, '20) joined Baker Donelson in Nashville as an associate in the corporate group.

Brandon Killen (ProMBA, '20) accepted a new position with AbbVie Inc. as a clinical sales representative.



Elana Ladd (HCB, '20), a graduate of the Heath Integrated Business and Engineering Program (IBEP), is now a sales management associate for PepsiCo in Columbia, South Carolina.

Josh McMillan (ProMBA, '20) started a new role as an IT project manager with TVA.



Nanika Sudheendra (MS SCM, '20) spoke to *Poets&Quants* about why she chose Haslam and how her experience helped her career and personal development. Sudheendra, a Melton Scholar, was recently accepted into the full-time MBA program at Harvard Business School.

Eastman Chemical Company promoted **Cody Wilson** (EMBA-SL, '20) to supply chain network optimization transformation lead.

Devin Wilkinson, Project Inspire's creator, is a finance major and recruitment chair for the Heath Integrated Business & Engineering Program. He will graduate in 2022.

Haslam Alumni Inspire on New Student-Led Podcast

While listening to podcasts as a college freshman, Devin Wilkinson found some motivation of his own. Shows produced by other business schools were popular ways to introduce the student body to successful and interesting alumni. He got to work on a similar podcast for the Haslam College of Business.

Wilkinson and a few fellow students developed a business plan and pitched it to the college's Office of Student Engagement, where director Mark Willoughby was impressed. "They'd compiled a list of speakers and a mocked up script for the first interview," he says. "It was pretty remarkable."

With backing from college leaders, Wilkinson and a small team of students assembled the project. "There are a lot of moving parts, with a team of students behind the question creation, planning, and editing, and two university offices involved in production," he says. "The first episode included some trial and error because we had to get all our branding right, but that was really educational for me."

The initial episode of Project Inspire, featuring UT alumnus Clay Jones, released in February 2021 after a few months of planning and production. Since then a new episode has released every month, featuring interviews with Haslam alumni James A. Haslam II, Wilma Jordan, and Don

Frieson. "The goal is to encourage our listeners with stories and life lessons," Wilkinson says. "The speakers usually talk about their own experiences, giving students the opportunity to get a head start in their careers."

Besides Wilkinson, the podcast's student team includes Nicholas Brodeur, David Carlton, Brayden White, Morgan Lewis, and John Turner. They meet weekly to work on current episodes and review ideas for future speakers.

A finance major set to graduate in spring 2022, Wilkinson already has a plan for making sure Project Inspire continues after he's gone. "Our idea is to switch the host every semester, to divide the responsibilities and keep the project going as a team effort," he says. "Eventually, we'd also like to expand it to include in-person events with audience questions and create some bonus episodes."

While Wilkinson plans to pursue a career in investment banking after graduation, he thinks his love for podcasting will stick around. "I'll still do something with it as a hobby, if not my full-time job," he says.

Meredith Hulette, senior director of advancement operations at the college, has worked closely with Wilkinson and the other students to launch Project Inspire. "They have taken time to research their subjects and prepare intelligent, articulate questions," she says. "We're proud to connect successful alumni with the students for this project."

The Project Inspire podcast can be found on any podcast streaming platform. ●

“

I am grateful for the scholarships I have received because they allowed me to focus on my studies and stay involved in the student community. I wouldn't be where I am today without the support of alumni.”

Your gifts are transformational.

Supporting the College Fund supports students like Chloe.

giving.utk.edu/haslamfund

T HASLAM
COLLEGE OF BUSINESS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE



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