

HASLAM



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

MAGAZINE
Summer 2022



MARTY AND ANN BROWN'S VOLUNTEER SPIRIT

PLUS

Haslam's Upward Trajectory

New Horizons in Accounting

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SUMMER 2022

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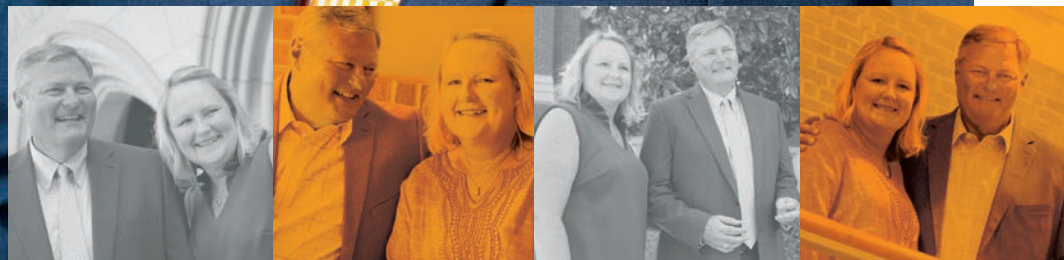
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COVER STORY

MARTY AND ANN BROWN'S VOLUNTEER SPIRIT





IT HAS OFTEN BEEN SAID that the only constant in life is change itself. The weather offers one such example. One day we're lamenting the cold rains of March, and the next the heat of summer. It's the ability to make the best of these changes—to find beauty in both the early flowers of spring and the sunny beach and a good book...and everything in between—that yields joy in our lives.

At the Haslam College of Business, we teach our students to anticipate and work with change instead of against it. For some like Marty Brown (page: 14), that meant working full time while in college to complete his degree and then taking that tenacity and applying it to multiple moves within the accounting industry that ultimately helped him play a large part in making a local firm into a national brand. PYA, with Brown's leadership, has become recognized across the country, hiring many Haslam alumni.

Our faculty and departments also take great pride in moving ahead of the waves of change. Yemisi Bolumole, the Ryder Professor of Supply Chain Management, began her career in the oil and gas industry, using her undergraduate

degree in biochemistry (page: 7). Trying to solve distribution issues there led her to further her education, eventually leading her into the world of supply chain management. These days, Bolumole teaches and researches in the discipline, while consulting with policy makers who influence how transportation management and global supply chain affects the world at large.

Our Department of Accounting and Information Management is adjusting to the needs to the modern business world (page: 8) by expanding its curriculum to include areas such as information technology consulting, cybersecurity, and fraud detection. Technology and analytics are today playing a role in the MAcc degree that might not have been dreamed of a few short years ago.

The college itself is moving ahead, changing, and growing at significant speed (page: 18). Majors from within the Haslam College of Business now represent seven of the top 20 degrees awarded at the campus-level. As we add students in a variety of disciplines, faculty to teach and mentor them, and the myriad programming and staffing that accompanies such rapid growth, we've even outgrown our buildings! A new, state-of-the-art business facility is being planned for the heart of campus, just across the street from the Haslam Business Building. As planning for this new building progresses, I look forward to sharing more about this exciting development. Onward and upward!

With gratitude,

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

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MAGAZINE

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

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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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Inside Higher Ed
November 30, 2021

“As we move from lower-income to higher-income areas, we don’t see a proportionate increase in lottery sales. Lower-income areas purchase a disproportionate amount of lottery tickets.”

Celeste Carruthers, associate professor of economics and Haslam Family Faculty Research Fellow, on how lottery-funded scholarship programs can disproportionately harm the people they’re intended to help.

Wall Street Journal
December 2, 2021

“Employers don’t want to lay off somebody who might in some way be productive.”

Marianne Wanamaker, associate professor of economics and George A. Spiva Scholar, on employers who are eager to retain workers amid record rates of job resignation.

Wall Street Journal
December 7, 2021

“If you go over budget, people will be mad at you, but you’ll still have a job come Monday. And so the tendency is to make sure that we don’t stock out.”

Ted Stank, Harry J. and Vivienne R. Bruce Chair of Excellence, on retailers’ tendency to order in large volumes during the holidays.

Los Angeles Business Journal
December 14, 2021

“A decade ago, most supply chain leaders were focused on functional operational issues within their own areas of the supply chain such as procurement, logistics, or manufacturing operations. The C-suite was several managerial levels removed, making direct communication rare.”

Shay Scott, executive director of the Global Supply Chain Institute, on the increasing presence of supply chain professionals in the C-suite.

CBS News
December 14, 2021

“The pandemic has honed the skills in collaboration. Some states and local governments have worked that more adeptly. Others are still working it out.”

Mary Long, director of the Supply Chain Forum, on efforts to help businesses recover from weather disasters such as the tornadoes that hit the central US in December 2021.

New York Times
December 15, 2021

“There’s empire building within organizations. People will say, ‘I have autonomy. I don’t want metrics on my list of key performance indicators that I don’t have direct control over.’”

Ted Stank, on why executives resist incentive changes that could combat the bullwhip effect of excess inventory.

NBC News
December 23, 2021

“When there is demand, it comes in huge surges, but, of course, production doesn’t work that way. Production requires long, steady runs with plenty of setup time to get quality where it needs to be. Running big production batches leaves the manufacturers with product facing limited shelf life, ranging from six to 12 months, depending on the test type.”

Thomas Goldsby, Dee and Jimmy Haslam Chair in Logistics, on the difficulties faced by COVID-19 test kit manufacturers.

Yahoo News (via Chattanooga Times Free Press)
December 23, 2021

“We’ve had a lot of people drop out of the workforce, particularly retirees and women with children. When you have people drop out of the labor force when the economy is expanding you are going to get very low unemployment rates, and we’re seeing that now.”

Bill Fox, director of the Boyd Center for Business and Economic Research, on Chattanooga’s unemployment rates falling to a record low while some workers were still reluctant to return to work during the ongoing pandemic.

WalletHub
March 29, 2022

“Fairness is in the eye of the beholder. Some people see a tax as fair when everyone pays the same percentage tax rate, while others define fairness differently and want to see the tax burden rise as a share of income.”

Donald Bruce, Douglas and Brenda Horne Professor of Business and associate director of the Boyd Center for Business and Economic Research, on how tax burdens may be perceived differently based on numerous factors.

Forbes
April 2, 2022

“These considerations lend to the ongoing dialogue we are seeing about seeking safer, more certain havens for supply. This suggests looking for domestic and—if not domestic—nearby sources from safe, reliable, friendly locations.”

Thomas Goldsby, on how Russia’s invasion of Ukraine is impacting the supply chain in the region and beyond.

WVLT
April 2, 2022

“Releasing oil from the strategic reserve might help keep prices from rising much further, but it’s not likely to make a material difference. Prices aren’t going to go down, releasing a million barrels a day even, with that huge amount of oil coming down the strategic reserve. Relative to the global oil market, it’s a drop in the bucket.”

Scott Holladay, associate professor of economics and Haslam Family Faculty Research Fellow, on the impact President Biden’s plan to release a million barrels of oil a day would have on Tennessee.

WATE
November 9, 2020

“Evidence is fairly compelling for the viability of a ‘results-only work environment.’ This concept isn’t new, but the idea is to give people tasks, resources, and autonomy to get the work done, and then hold them accountable for outputs, rather than processes.”

Tim Munyon, associate professor of management and entrepreneurship and Janet and Jeff Davis Faculty Research Fellow, on growing research that shows the benefits of a four-day workweek.

Memphis Commercial Appeal
April 17, 2022

“It creates a whole new opportunity to shift the workforce into much more higher-level skills, higher-level roles.”

Mike Burnette, Global Supply Chain Institute Fellow, on how companies’ increasing use of robots creates exciting opportunities for his students.



COLLEGE

The 5th Product Development & Management Association Doctoral Consortium, co-sponsored by Haslam and the Product Development and Management Association, will be held in Knoxville this summer.

Haslam held its annual First Horizon Foundation MBA Symposium and Luncheon Wednesday, April 13, featuring guest speaker **Don Frieson** (HCB, '90), Lowe's EVP of Supply Chain. Frieson spoke on supply chain transformation and discussed his 10 rules for leadership success.

#21 In Poets&Quants' 2022 rankings of top U.S. business schools, **Haslam's undergraduate business program** climbed five places to No. 21 among public universities. The college ranked 52nd among all institutions.

#3 Haslam's **supply chain management graduate programs** ranked No. 3 among public schools in the *U.S. News* 2023 Best Graduate Business Schools Specialty rankings, the eighth year in a row the programs have placed in its top 10.

#18 In the 2022 *Financial Times* ranking, Haslam jumped to No. 18 in **custom executive education** worldwide. In addition, Haslam's ranking among all U.S. schools (public and private) rose to No. 5. Haslam scored highly in several subcategory rankings, especially in Participant Follow Up, which is defined as "the extent and effectiveness of follow-up offered after the course participants returned to their workplaces." In this area, Haslam ranked No. 9 worldwide and No. 1 among U.S. public institutions. Overall, Haslam was one of only seven U.S. institutions to make the *Financial Times*' list.

#47 The **Haslam MBA** ranked 47th, up one spot from last year, in the 2021-22 Poets&Quants ranking of the best US MBA programs.

Rankings

College-Wide Awards

Outstanding Doctoral Student Teacher Award: **Connor Kasten (Finance)**

Allen H. Keally Excellence in Teaching Award: **Ashley King (Accounting & Information Management)**

Richard C. Reizenstein Outstanding Commitment to Students Award: **David Williams (Management & Entrepreneurship)**

Staff Award for Customer Responsiveness: **Shannon McCloud (Management & Entrepreneurship)**

Tim Williams Staff Award for Professionalism: **Cole Burns (Supply Chain Management)**

Staff Award for Innovation and Creativity: **Brenda Carlisle (Marketing/Professional Sales Forum)**

Outstanding Doctoral Student Researcher Award: **Roman Welden (Marketing) and Anne Dohmen (Supply Chain Management)**

Vallett Family Outstanding Researcher Award: **Melissa Cardon (Management & Entrepreneurship)**

Rising Star Research Award: **Lance Saunders (Supply Chain Management)**

Martin & Carol Robinson Excellence in Teaching, Research, and Service Award (Full Portfolio Award): **Don Bruce (Economics & Boyd Center)**

Bank of America Faculty Leadership Award: **Anita Hollander (Accounting & Information Management)**

Bank of America Student Leadership Award: **Kendall Shields**

George Miller Jr Award: **Jody Crane**

HASLAM STUDENT ORGANIZATION AWARDS

Organization of the Year: **University of Tennessee Entrepreneurs Club**

Member of the Year: **Jennifer Ross (NeXxus)**

Advisor of the Year: **Debbie Mackey, Ph.D. (SHRM)**

Innovation of the Year: **Tennessee Capital Market Society**

Event of the Year: **Women's History Month and Community Service Night (Women of Haslam)**

Haslam Volunteer Impact (Completed 160 hours of service): **Liam Decker, Michael Gingras, Conner Grant, Ellysa Groh, Lyndsey Huizenga, Breanna Jones, Lygia Karagiozis, Aruha Khan, Preston Kolesar, Madison Reibenspies, Daniel Skaff, Evan Sudduth, and Isabelle Marshall**

Charles R. Burchett Extraordinary Contributions to Campus Life: **SHRM - Society for Human Resource Management student chapter**

Extraordinary Campus Leadership and Service: **Isabelle Marshall, Joseph Roebuck, and Rachael White**

Extraordinary Community Service Award: **Ellysa Groh and Amanda Inman**

Excellence in Advising: **Robin Anderson**

Excellence in Teaching: **Neeraj Bharadwaj, PhD**

Professional Promise in Research and Creative Achievement: **Matthew Serfling, PhD**

VOLUNTEER OF DISTINCTION AWARDS

Top Collegiate Scholars: **Karli Ailshie, Anita Bhasin, Brayden Campbell, Patrick Clippingier, Alyssa Grissom, Kianna Holder, Jennifer Jestings, Courtney Lam, Suzanne Mcquilklin, Kendall Shields, Sneha Sinha, and Joshua Wiseman**

Professional Promise: **Ameera Bhatti, Lucy Buck, Walker Hale, Campbell Jessop, Emma Kreiss, Dariana Martre, Madelyn Walsh, and Devin Wilkinson**

Academic Achievement: **Lucy Buck, Dariana Martre, Joe Roebuck, Kendall Shields, Logan Tennell, Madelyn Walsh, and Allison Willoughby**

Scholar Athlete: **Kendall Shields and Madelyn Walsh**

Longtime department supporters **George Melton (HCB, '68)** and **Peggy Melton** established the **Brian Stevens Analytics Student of the Year** award to honor Stevens' teaching prowess.



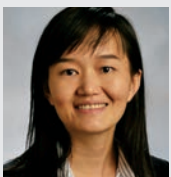
BUSINESS ANALYTICS & STATISTICS



Amazon named **Michel Ballings** an Amazon Visiting Academic, in which role he will assist Amazon in examining complex technical challenges. Ballings is the first UT faculty member to receive this distinction.

Paolo Letizia's co-authored article, "Why You Should Allow Returns on Customized Products," appeared in *Harvard Business Review*. That article was based on Letizia's co-authored research, "Customization and Returns," which appeared in *Management Science*. *Decision Sciences* will publish **Letizia, Sean Willems** and **Justin Jia's** research paper, "Supply Chain Contracting with Information Design."

Sean Willems' co-authored article, "Developing A Maximum Inscribed Rectangle Heuristic To Satisfy Rush Orders for Heavy Steel Plate," was published in *INFORMS Journal on Applied Analytics*. *Harvard Data Science Review* published **Stevens** and **Willems'** "World of EdCraft: Challenges and Opportunities in Synchronous Online Teaching."



Wenjun Zhou's co-authored paper, "COSLE: Cost sensitive loan evaluation for P2P lending," appeared in *Information Sciences*. Zhou also served as conference co-chair for the 2021 INFORMS Data Science Workshop and program co-chair for the Workshop on Information Technologies and Systems (WITS), and in 2022, she served as senior program committee member at ACM SIGKDD Conference on Knowledge Discovery and Data Mining.

"The Association Between Auditor Provided Tax Planning and Tax Compliance Services and Tax Avoidance and Tax Risk," co-authored by **James Chyz**, et al., is forthcoming at *Journal of the American Taxation Association*. Chyz's co-authored "Mimicking Tax Strategies: Evidence from IPOs," will be published by *Management Science*.



Chyz

Lauren Cunningham's co-authored proposal, "The Evolving Responsibilities of the Audit Committee" received the Center for Audit Quality's Research Advisory Board's only grant for the 2021 grant cycle.



Cunningham

Information management lecturer **Ashley King** received the 2022 UT Alumni Association Outstanding Teacher Award.



King

LeAnn Luna, Robert Fuller, Michelle Harding, and Jama Summers co-authored "The Impact of E-Commerce Capabilities on Online Retailer Performance: Examining the Role of Timing of Adoption," for *Information & Management*. "Implicit Taxes of U.S. Domestic and Multinational Firms Over the Past Quarter-Century," co-authored by **Luna, Chyz** and Hannah Smith, appeared in *Journal of the American Taxation Association*.



Luna



Fuller

ACCOUNTING & INFORMATION MANAGEMENT

Luna is now the Jan R. Williams Professor, and **Fuller**, who previously held that title, is the new EY Professor.

"The Impact of Managerial Discretion in Revenue Recognition: A Reexamination," a paper co-authored by **Linda Myers, Roy Schmardebeck** and others, is forthcoming in *Contemporary Accounting Research*.



Myers



Schmardebeck

Accounting, Organizations, and Society will publish **Schmardebeck's** co-authored "Do Auditors' Incentives Affect Materiality Assessments of Prior-Period Misstatements?"



Schmardebeck

NEEL CORPORATE GOVERNANCE CENTER

In the latest **American Corporate Governance Index** from The Institute of Internal Auditors and Neel, companies earning "A" grades in governance dropped to 14 percent in 2021, down from 19 percent in 2020. Fatigue in battling pandemic-related challenges were factors in the weaker corporate governance scores.



EY's **Ian Bradley** wrapped up the Neel Corporate Governance Center's 2021-22 **Distinguished Speaker Series** with stories from his career and a challenge to students to take an entrepreneurial perspective on their professional services careers.

CENTER FOR STUDENT ENGAGEMENT & SUCCESS

96%

Haslam's 2020-21 graduating class achieved a record average starting salary of \$53,467 for new hires. The class also set a record in student outcomes, with 96 percent of graduates either landing jobs or pursuing further education within six months of graduation.

The center announced the new **Internship Housing Scholarship** to assist students who face issues with housing when pursuing internships. This year, 23 scholarships were awarded.

YEMISI BOLUMOLE

Teaching from the Inside

Supply chain management wasn't Yemisi Bolumole's original career path. It wasn't even on her radar when her bachelor's degree in biochemistry landed her a job with an oil and gas company.

But a new world opened to Bolumole when she was tasked with investigating how third-party logistics service providers might solve distribution issues.

Before long, she decided to pursue a PhD program in logistics and supply chain management. To better understand how supply chains function for her dissertation research, Bolumole got a job managing a distribution warehouse—the 2 a.m. shift. “I thought, ‘What better way to learn about supply chains than from the inside?’” she says. “It might have been the best and most difficult thing I've ever done.”

After completing her PhD in 2001, Bolumole was recruited by the University of North Florida. During her decade there, she became director of the transportation and logistics program, helped to acquire funding for a new IT lab for the program, became an SAP software trainer, and fostered connections between the institution and policymakers.

The program grew from her first logistics class of 13 students to several hundred in the graduating class by the time she left. “Many of my early students had never seen a woman of color in the field—especially one who could go from being in a suit in the classroom to steel-toed boots in the warehouse,” she says. “Navigating between those two worlds helped students see the numerous opportunities available with the degree.”

Bolumole wants to see workplaces accommodate these diverse graduates entering the field. “It's one thing to use policy levers to encourage firms' diversity goals,” she says. “It's another thing to understand the modifications that some of our corporations need to make to ensure success in their recruiting goals—simple shifts, such as adding more restrooms for women, matter.”

As an educator, Bolumole uses technology to enhance curriculum, giving students hands-on access to industry tools. Her innovative flipped classroom won her the AT&T Instructional Technology Award in 2019.

In 2021, Bolumole came to Haslam as the Ryder Professor of Supply Chain Management. “Yemisi brings a vast amount of research experience in transportation management and policy decision-making to our team,” says John Bell, Gerald T. Niedert Professor in Supply Chain Management. “She is already making an impact.”

At Haslam, Bolumole has found a home with the perfect setting for conducting research, consulting with policymakers, and applying those insights in the classroom. “Being able to do all these things is why I'm here,” she says. ●

Bolumole, in May 2022, held a workshop with 36 area 5th graders. She engaged students with the Paper Airplane Simulation, an activity regularly employed by entry-level Supply Chain Management courses to illustrate basic principles of supply chain.



New Horizons in Accounting

Traditionally, most accounting graduates have pursued roles in tax and audit with one of the large public accounting firms. While many still choose that path, a diverse array of other opportunities has opened to those who possess both accounting acumen and an understanding of technology.

OPENING DOORS TO NEW CAREERS

Over the past several years, the curriculum of Haslam's Master of Accountancy (MAcc) program has expanded beyond audit and tax to include information management, which focuses on information technology skills and knowledge including IT audit, IT consulting, and cybersecurity. The move in that direction coincided with increased demand from employers for candidates with both IT and accounting skills, says program director and EY Professor, Robert Fuller. "We're seeing a significant change in what firms and corporations are requiring," Fuller says. "They need people who understand data and disruptive technologies, and the impact these have on important decisions in the organization."

As a result, career opportunities for Haslam's MAcc graduates have broadened considerably. About 50 percent go into Big Four public accounting, while 25 percent go to mid-size accounting firms and the other 25 percent to areas such as manufacturing,

healthcare, and wealth management. Several years into their careers, Haslam MAcc alumni are dispersed even more widely: working in diverse areas such as major league baseball, university athletics, financial software development, and attaining positions as VPs or CFOs in their companies, or even starting their own firms. "It's a reflection of where we're seeing the profession going," says Fuller. "It's expanding well beyond accounting and toward professional and consulting services, leveraging technology and analytics across any organization."

DRAWING STUDENTS FROM OTHER DISCIPLINES

Haslam's MAcc program also has opened its doors to students who don't have an undergraduate degree in accounting. Necessary prerequisites can be completed in a year or less. Over the last few years, the program has seen students coming from a variety of academic and professional backgrounds including law, financial planning, psychology, and education. About 20 percent of MAcc students today are non-accounting majors. "We've really tried to ease the entry ramp," Fuller says. "It's rewarding to provide an opportunity for people to come through the program and completely pivot their career in a few years." ●

A WORLD OF OPPORTUNITIES IN BUSINESS CYBERSECURITY

CYBERSECURITY PROFESSIONALS ARE in high demand, with job growth up 20 percent this year alone and expected to keep climbing. Currently, students in the MAcc program can take cybersecurity as part of the information management track or as an elective.

Opportunities in the field abound for accounting graduates, says Johanna Baum, CEO and founder of S3 Consulting in Atlanta, Georgia. "There are so many different roles they can fill, including data analysis, software development, strategy, and penetration testing." Baum began her career in information security at EY and launched her own consulting firm in 2005. Today, she serves on the AIM Advisory Board and regularly speaks to Haslam students about the cybersecurity industry. "Students who enjoy solving puzzles and breaking codes tend to be attracted to this field. It can be exciting and interesting work."



Poets&Quants named **Stephanie Noble** one of the 50 Best Undergrad Professors for 2021. **Noble** also co-authored “The Fifth Industrial Revolution: How Harmonious Human-Machine Collaboration is Triggering a Retail and Service [R]evolution,” which was accepted by *Journal of Retailing*.

MARKETING

The **Professional Sales Forum** welcomed seven new corporate partners: **Astronomer, Hoffmann Group, iRis Networks, Penske, Schneider Electric, Shamrock Trading Corporation, and TVAMP.**

The **Sustainability Research Network (SRN)** hosted a set of webinars organized by **Neeraj Bharadwaj, Ruta Ruzeviciute, Annika Abell, and Tim Pollock** in spring 2022, headlined by distinguished scholars, including Rebecca Walker Reczek (Ohio State University) and Bernadette Kamleitner (Vienna University of Economics and Business).



Bharadwaj

Professor **Neeraj Bharadwaj** was honored with the 2022 Chancellor’s Excellence in Teaching Award.



Collins

Mark Collins was featured in numerous area and national news outlets for his innovative work delivering portions of a class in virtual reality – the first time it has been done at UT.



Flint

Dan Flint and marketing PhD student Tyler Milfeld received the Best Article 2021 Award at the *Journal of Advertising* for “A Fresh Start for Stigmatized Groups: The Effect of Cultural Identity Mindset Framing in Brand Advertising.”



Hasford

Jonathan Hasford’s co-authored paper, “Less light,



Hewett

better bite: How ambient lighting influences taste perceptions,” was accepted by *Journal of Retailing and Consumer Services*, and “The allure of arrogance: How relationship formation motives enhance consumer preferences for arrogant communications,” also co-authored by **Hasford**, was accepted by *Journal of Business Research*.

“Cross-Border Marketing Ecosystem Orchestration: A Conceptualization of its Determinants and Boundary Conditions,” a paper co-authored by **Kelly Hewett**, was accepted by *International Journal of Research in Marketing*.



Zablach

Hewett also coauthored “The Generalized Exchange Framework: A Guide for Navigating New Market Realities” for *Journal of Marketing Theory and Practice*.

Lisa Beeler (PhD, ’17), **Alex Zablach**, and Adam Rapp had their paper “Ability is in the eye of the beholder: How context and individual factors shape consumer perceptions of digital assistant ability” accepted by *Journal of Business Research*. **Zablach** also co-wrote “CRM system implementation and firm performance: the role of consultant facilitation and user involvement” for *Journal of Business & Industrial Marketing*.

BOYD CENTER FOR ECONOMIC RESEARCH

\$3M

The **Boyd Foundation’s** new **\$3 million** gift to Haslam will create two distinguished professorships and expand the existing **Boyd Center for Business and Economic Research – UT Endowment.**

Don Bruce spoke to WalletHub on the relative fairness of state and local tax burdens, Compass about inflation impact on the Knoxville economy and to the *Knoxville News Sentinel* about rising local rents.

Bill Fox was a go-to economics expert for Tennessee media, fielding inquiries from outlets in Knoxville, Chattanooga, and Nashville on unemployment rates, the tight labor market, increasing housing costs, and the possibility of Nashville hosting the 2026 World Cup.

The Boyd Center’s study “**The Impact of TennCare: A Survey of Recipients, 2021,**” showed the number of uninsured children in Tennessee has fallen, while the uninsured rate among Tennessee adults is holding steady.

Boyd’s “**2022 Economic Report to the Governor of the State of Tennessee**” shows the state’s inflation-adjusted GDP grew 5.6 percent in 2021.

“**Tennessee Business Leaders Survey Winter 2022**” found inflation and labor force issues topped the list of current concerns for state business leaders.

Projections from Boyd’s **Tennessee State Data Center** indicate Tennessee’s population could reach 7.87 million by 2040. The projections include data on age and race demographics for each of the state’s 95 counties from 2020 to 2070.

Bill Fox Retiring as Director of Boyd CBER



After a combined 40 years of service to UT, **Bill Fox** is retiring as director of Boyd CBER. Current associate director Don Bruce, the Douglas and Brenda Horne Professor of Business, will become the Boyd Center’s new director in July 2022.

Named the Randy and Jenny Boyd Distinguished Professor in 2016, **Fox** has published academic research in dozens of reputable journals over the past four decades and has served on editorial advisory boards, as a referee, and as editor of

publications such as the *National Tax Journal* and the *Journal of Public Economics*. His work extends well beyond UT, from advising multiple Tennessee governors, state departments, and legislative bodies on key economic issues to consulting for and contracting with the federal government, academic institutes, and more across the nation and in 45 counties worldwide.

Following his retirement from the Boyd Center, he plans to spend more time with his wife, Debby, and will continue his work through the university on a part-time basis as a Special Advisor to the Chancellor.

2,400 The University of Tennessee, Knoxville's supply chain management department continues to boast the largest degree programs in the UT system, with more than 2,400 students enrolled.

The department dedicated a plaque to honor the late **Mary Holcomb**, Gerald T. Niedert Professor of Supply Chain Management.

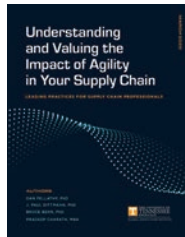


In addition to hosting the first **SCM Career Day**, corporate partners like PepsiCo, Bridgestone, Kimberly Clark, Pilot, and more had the opportunity to network with and recruit students at the Supply Chain Forum's Speed Networking event and SCM Career Expo, events exclusive to forum partners.



The Global Supply Chain Institute (GSCI) continues the Tennessee on **Supply Chain Management** podcast (gscipodcast.com)

with co-hosts **Tom Goldsby** and **Ted Stank** regularly interviewing guest experts on a broad range of supply chain management topics, including how Russia's invasion of Ukraine is affecting supply chains, logistics and last-mile delivery, and what it's like to be a new graduate entering the field right now.



The department released its 27th and 28th **white papers** in the spring: "Understanding and Valuing the Impact of Agility in Your Supply Chain" and "Winning Supply Chain Transformational Leadership Practices."

SUPPLY CHAIN MANAGEMENT

\$65,933 The average starting salary for **Scholars of Distinction**, an undergraduate program for top-performing SCM students, rose to \$65,933, up \$2,000 from 2021.

The department hosted Barbara Melvin, incoming CEO of South Carolina Ports Authority, GSCI Advisory Board member and Haslam alum, for an executive talk with **Scholars of Distinction**.

Research Faculty Research Spotlights recently featured on the GSCI blog include: **Justin Kistler**, Supply Chain Data Visualizations That Tell a Story; **Paul Dittmann**, How Supply Chain Management Performance Drives Shareholder Value; **Pam Donovan**, The Next Evolution of Global Supply Chain Management; **Andrea Sordi**, A Vision for the Evolution of Economic Inclusion in the Supply Chain.



Bolumole



Goldsby



Stank

Alan Amling published a new book, *Organizational Velocity*, outlining how large companies can get out of their own way to move at the speed of change.

Yemisi Bolumole was included in Warner Communications' "Top 10 Women in Supply Chain."

Chris Craighead co-wrote a guide for small businesses recovering from the pandemic published in EIX.

Tom Goldsby has been featured frequently in *Forbes*, addressing topics related to Russia's invasion of Ukraine. Additionally, **Goldsby** and fellow supply chain faculty members **Alan Amling**, **Mike Burnette**, **Sara Hsu**, **Mary Long**, **Lance Saunders**, **Andrea Sordi**, and **Ted Stank** have been asked to offer their expertise on topics including: chip shortages; China's move to centralized digital cash; the challenges, ethical considerations, and benefits of environmental, social, and governance (ESG) standards in supply chain; robots in the workforce; Tornado Alley's eastward lurch threatening supply chains; supply chain leaders moving into the C-suite; and students flocking to supply chain management. Notable media outlets covering these topics included CBS, NBC, the *Wall Street Journal*, *LA Business Journal*, *Raconteur*, *Commercial Appeal*, *Marketplace*, *PC Gamer*, and *USA Today*.

Department Awards

The F. Perry and Elaine Ozburn awards for Excellence were awarded in December 2021 to:

- **Thomas Goldsby**, Teaching
- **Stephanie Eckerd**, Research
- **Jim Keebler**, Service
- **Michelle Painter**, Service

Haslam's **full-time MBA**, **MS Supply Chain Management Online**, **MS Supply Chain Management Tri-Continent** and **PhD** programs are now STEM-designated programs.

From 2016 to 2021, the **Haslam MBA's** average **GMAT** score grew more than any other school, climbing 53 points, from 627 to 680. This marks the second year in a row that Haslam has topped the country in long-term GMAT score increase.

The **Physician Executive MBA** program celebrates its 25th year of developing physician leaders in 2022. PEMBA is the largest and longest-running MBA program designed exclusively for physicians in the country.

GRADUATE & EXECUTIVE EDUCATION



Skipper



Cathey



Vitasek

Ben Skipper, executive director of GEE's ADMBA and director of the Heath Integrated Business and Engineering Program, talked to *Supply Chain Dive* about the implications for commercial air freight trade in closing western airspace to Russia.

The *Knoxville News Sentinel* published **Amy Cathey's** op-ed, "Leaders are lifelong learners; they don't stop when they know it all."

Kate Vitasek co-authored "How Walmart Canada Uses Blockchain to Solve Supply-Chain Challenges" for *Harvard Business Review*. She also has been a frequent contributor to *Forbes*.

2022 GEE Award Winners

Outstanding Service: **Becky Powell**, **Nicolle Skalski**;
 Outstanding Results: **Melia Kendall**;
 Outstanding Innovation: **Michelle Foulke**;
 Outstanding Teamwork & Collaboration: **Lindsey Brown**, **Ben Scheffler**, DART Team (**Sharath Sriman**, **Taylor Brewster**, **Cole Turner**, **Billy Tolley**); George Miller, Jr. Award: **James Cody**; Richard Sanders Award: **Amy Cathey**

Speaking before the Tennessee Senate Commerce and Labor Committee, **Marianne Wanamaker** said deaths in Tennessee exceeded births by 7 percent in 2020, and for Tennessee's labor force to continue to grow, it needs in-migration from the rest of the country. She also was quoted on economics-related matters by such diverse media publications as the *Rogersville Review*, the *Memphis Flyer*, and the *Washington Post*.

ECONOMICS

The annual Economic Report of the President, released in April 2022, cited Professor **Georg Schaur's** work on transit times' effects on trade patterns and how uncertainty influences these patterns in the context of supply chain disruptions impacting the economy.

Hannah Hunnicutt joined Haslam as special programs coordinator to support the Business Analytics department's JTV Center and Corporate Partner program.

STAFF

Chancellor Donde Plowman stopped by to congratulate **Michelle Molter**, assistant to the

department head in the Department of Management & Entrepreneurship, on 30 years of service to UT.



Jared Worsham, student engagement coordinator with the Center for Student Engagement & Success, Undergraduate Programs, received his MS in management and human resources in the Spring 2022 graduate commencement ceremonies.

Graduate & Executive Education

welcomed the following employees through hiring or promotion:

- **Hannah Ballew** – Program Coordinator, Online MS-SCM
- **Taylor Ward** – Employer Relations Manager
- **Adam O'Dell** – Director of Career Services
- **Emma Thomas** – Event Coordinator
- **Chelsea Buchanan** – Event Coordinator
- **Brandon Rains** – Event Coordinator
- **Grace Sloan** – GBP Admissions
- **Laura Williams** – Program Manager, GBP Student Services
- **Kendra (Duncan) Rains** – Program Manager, Online MBA
- **Darren Purkey** – IT Tech II

Matthew Harris presented a talk on “The Hazards of Unwinding the Opioid Epidemic: Evidence from Child Abuse” at the UT Science Forum in March.

Scott Holladay talked to local TV news channel WVLT about the impact President Biden's plan to release a million barrels of oil a day from the strategic reserve would have on Tennessee.

Rudy Santore is retiring from the department at the end of the 2022–23 academic year. Since joining the department in 1999, Santore has served in many roles, including as director of Undergraduate Programs in Economics. He taught microeconomic theory in the department's PhD program for much of his time at UT, serving as primary advisor for five dissertations.



The UT chapter of the **Society for Human Resource Management (UTK-SHRM)** and SHRM affiliate Tennessee Valley Human Resource Association held a joint meeting to discuss HR and professional and volunteer activities. **UTK-SHRM** raised \$3,770 the Walk to Fight Alzheimer's. The chapter was highlighted twice in the National SHRM newsletter and received the Superior Merit Award and is in the running to be named an Outstanding Chapter. **UTK-SHRM**, under the leadership of faculty advisor **Debbie Mackey**, received the Outstanding Organizational Excellence (Small Organizations) award from UT's Center for Student Engagement and the Charles R. Burchett Extraordinary Contributions to Campus Life award at the Chancellor's Honors Banquet. **Mackey** also received Haslam's Advisor of the Year Award for her work with **UTK-SHRM**.

MANAGEMENT & ENTREPRENEURSHIP

Tom Lumpkin from the University of Oklahoma's Price College of Business, met with faculty and students and presented his research, “Changing the ENT Conversation: Is It Too Late? Does It Matter?”

Ernie Cadotte's Ernie Cadotte's ENT 462 class undertook numerous educational projects in spring 2022, including serving cold brew coffee from a Coffee Cart; operating a Pop-up Shop; and creating passive sound absorption earmuffs to protect hearing in noisy environments using NASA technology. On May 17, the teams gave a presentation and demonstration to an audience that included representatives from Aramark, NASA, IB3 Global Solutions, Haslam College of Business, and others.

Melissa Cardon published “Can You Hear Me Now? Engendering Passion and Preparedness

Perceptions with Vocal Expressions in Crowdfunding Pitches” in *Journal of Business Venturing*.



T. Russell Crook will be the newest department head, as Anne Smith returns to the faculty.

David Gras and **Tim Munyon** will assume leadership roles in the Consortium for Social Enterprise (CSEE) as **Alex Miller** returns to the faculty full time. **Munyon** also spoke to local TV news station WATE about the positives of a shorter workweek.

Jessica Jones was awarded funding from the Center for Global Engagement's Global Catalyst Faculty Research Grant Program for her research about entrepreneurship in Cuba.



The department's “**Help M/E Fight Cancer!**” was the third-highest fundraising team, raising \$3,452 in the 2022 University of Tennessee, Knoxville Relay for Life event for the American Cancer Society.

Jackie Jacobs is now the director of the department's Master of Science in Management and Human Resources program. Students from her Management 480: Project Management class partnered with Industrial Engineering 493 in the Tickle College of Engineering to compete in a team-based project management simulation. Eleven mixed teams of business and engineering students managed the resource and schedule requirements of a project to determine which team could complete all required activities by the project deadline at the lowest total cost.

Tim Pollock published two research papers: “A star is born: The relationship between performance and achieving status through certification contests in the context of equity analysts,” in *Organization Science* and “Goofus or Gallant? An attribution-based theory of misconduct spillover valance,” in *Research in the Sociology of Organizations*.

Free Purchase Returns?

LENIENT RETURNS POLICIES FOR CUSTOMIZED PRODUCTS MAY INCREASE COMPANIES' PROFITS

Consumer purchases were returned in record numbers last holiday season, as noted in a recent *Freight Waves* article. Holiday purchase returns also set records in 2020 and 2019. Can retailers find a way to reverse this trend? Recent research says the answer is “yes.”

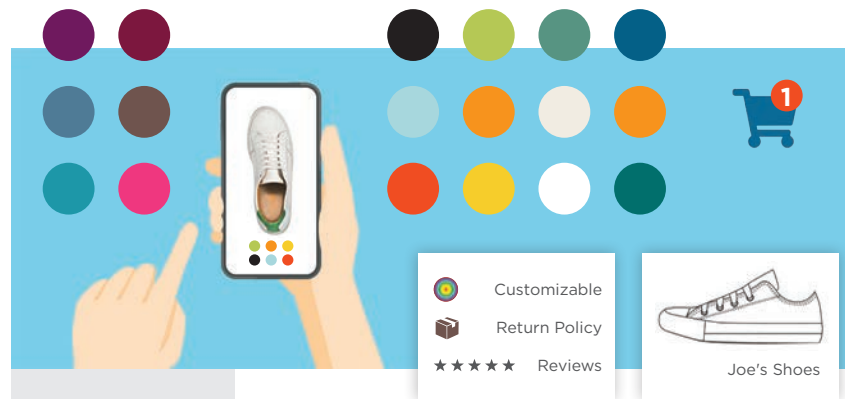
In the *Management Science* paper, “Customization and Returns,” researchers including Paolo Letizia of the University of Tennessee, Knoxville’s Haslam College of Business Department of Business Analytics and Statistics, used analytical modeling to study when it is most profitable for firms to sell only standard, only custom or both products and under what conditions to allow returns of one, neither or both types.

“For instance, in the sportswear industry, Puma sells only standard shoes, whereas Nike and Adidas offer customizable options,” Letizia said. “Nike, however, accepts returns of both standard and customized products, while Adidas only allows returns of standard products.”

The researchers’ conclusions? Counterintuitive as it might seem, selling standard and customized products and offering relaxed return policies on personalized purchases may lower overall returns and increase profits. Many companies that sell customized products will probably be leery of this proposal, not wanting to be stuck with unsaleable stock. That’s understandable, Letizia says.

“Customized products are more expensive to make than standard, and if they are returned, firms do not have much chance of doing anything with them,” he says. “No one is going to buy an item with someone else’s name on it. So, it’s just trash to the firm.”

However, this perspective doesn’t account for the factors that Letizia and his fellow researchers examined. First, consumers who customize products are more apt to do their homework before they buy. They research what they want so the products they order are more likely to meet their expectations



The challenge for retailers is to induce customers to choose these pricy items over standard ones. Giving shoppers more leeway to return customized products could lure them to do so.

and less likely to be returned. (A recent article in *Sourcing Journal* says the return rates for customized goods may be lower than 3 percent, whereas those for standard items may run as high as 20 percent.)

Second, people tend to value an item more if they feel they had a hand in its creation, so even if one aspect of a personalized product is slightly off (perhaps the color is navy blue instead of black), the consumer is still too attached to it to return it. Letizia says this tendency has become recognized as the “IKEA effect.”

Third, guilt or sheepishness may play a part in not returning a customized good. “People may regret or feel bad about returning a product because they know that this was made just for them,” Letizia says.

The upshot is, consumers are less likely to return personalized purchases, and the research suggests companies are not taking as much of a risk as they fear in offering generous return policies on customized products. The challenge for retailers is to induce customers to choose these pricy items over standard ones. Giving shoppers more leeway to return customized products could lure them to do so.

“Making returns available nudges consumers to switch from purchasing standard products to purchasing higher-priced, customized ones, which better match consumer preferences and are less likely to be returned,” Letizia says. “Even with customized products’ higher production and return costs, by offering to accept customized product returns, firms can achieve a win-win with higher profits and lower returns.” ●

—Scott McNutt



Scott Roark and real estate students Devin Wilkinson, Gabby Nichols, Jackson Beachboard, and Cade Seagle advanced to the final 16 round in the Mulroy Real Estate Challenge hosted by Villanova School of Business. **Roark** also won the Home Federal Teaching Excellence Award.

Torch Fund

James A. Haslam II hosted the **Torch Fund** managers for a visit at

Pilot. // Major department supporter **Larry Carroll** also sponsored a field trip to Charlotte, NC, for **Ryan Farley** and a group of Carroll, Haslam, LaPorte, and McClain **Torch Fund** managers.

FINANCE



Poindexter

Ashleigh Eldemire-Poindexter's co-authored paper, "Does Homeownership Reduce Wealth Disparities for Low-Income and Minority Households?" was named the *Review of Corporate Finance Studies Journal's* Best Registered Paper.

SEC Faculty Travel Award.



Farley

WalletHub featured **Ryan Farley** and **Andy Puckett** as experts on car insurance in Tennessee.

Connor Kasten won the Haslam GTA Excellence in Teaching Award.

Eric Kelley won the John Wachowicz Teaching Award. The UT Board of Trustees voted **Andy Puckett** to be the faculty representative on the board's Education, Research, and Service Committee (ERC) for the 2022-23 fiscal year.



Puckett

Larry Fauver's co-authored paper, "Boardroom Gender Diversity Reforms and Institutional Monitoring: Global Evidence" was accepted at *Review of Accounting Studies* and featured in Columbia Law School's Blue Sky blog. **Fauver** also served as program vice president for the Eastern Finance Association's annual meeting, held in Washington, DC, in April, and he won the 2021-22

Matthew Serfling co-authored "Research: How Management Practices Impact M&A Outcomes" for the *Harvard Business Review*. "Blood in the Water: The Value of Antitakeover Provisions During Market Shocks," a paper co-authored by **Serfling**, **Scott Guernsey**, and Simone Sepe, was published in the *Journal of Financial Economics*, and a summary of the



Fauver



Serfling



Yates

paper was posted at the Harvard Law School Forum on Corporate Governance. "Geographic Peer Effects in Management Earnings Forecasts," a paper co-authored by **Serfling**, is forthcoming in *Contemporary Accounting Research*. Also, **Serfling** won the Research and Creative Achievement-Professional Promise Award at the university's 2022 Honors Banquet.

Michael Yates won the MBA First-Year Faculty Award and the Home Federal Excellence in Teaching Award. He was a finalist for the MBA Second-Year Faculty Award, a semifinalist for the Chancellor's Teaching and Learning Award, and a finalist for the Allen H. Keally Excellence in Teaching Award.

OFFICE OF DIVERSITY & COMMUNITY RELATIONS



With the direction of **LaKietha Jackson**, coordinator for outreach and pre-collegiate programs, the office's staff hosted a series of college visits for youth-serving organizations and students from the **Boys and Girls Club of the TN Valley, 100 Black Men of Greater Knoxville, Girls, Inc., Emerald Youth Foundation, and South-Doyle Middle School.**

The ODCR sponsored spring information sessions with corporate partners in spring 2022, including **Bank of America, CAT Financial, E&J Gallo, Ferguson, PepsiCo, and TVA.**

business, **Germantown Pub**, whose owners discussed their experience operating a family business.

Spring speakers for the **Diverse Alumni Speaker Series**, which helps current students learn how to best navigate UT, included: **Jasmen Grant** (HCB, '20), freelance creative brand strategist in New York, and **Mario Grant** (HCB, '18), senior sourcing manager at Target in Dallas.

The ODCR **Sophomore Mentoring Program** entered its second year in spring 2022. The program helps students navigate their second year at Haslam as they prepare for upper-level coursework and internships.

In the fall, ODCR hosted Haslam students with a professional development trip to Nashville. The visit included presentations and introductions from senior leaders and executive staff at corporate offices in the Nashville area, including businesses such as **HCA Healthcare, GEODIS, and Tractor Supply Company.** The educational experience concluded with students dining at a local black-owned

The **2022 Women in Business, Entrepreneurship and Leadership Summit** focused on "Refresh, Renew, Reimagine." Featured speakers were Whitney Miller, National Academy of Sports Medicine personal trainer; Joanna Martin, Pilot Company benefits supervisor; author, speaker and executive coach Angelique Adams; Gwen McKenzie, Knoxville city council member and Legacy Housing Foundation executive director; Phyllis Nichols, president and CEO of the Knoxville Area Urban League; and RheaSunshine Carmon, Knoxville's poet laureate.



MARTY AND ANN BROWN'S VOLUNTEER SPIRIT







From his years as an accounting student at the University of Tennessee, Knoxville, to his position as president and CEO of PYA, a nationally prominent accounting and consulting firm, Marty Brown (HCB, '85) has achieved great success. He also has demonstrated his generosity as a leader and continues to do so by encouraging colleagues and sharing his expertise with students. His commitment to the next generation extends to Haslam students through recent scholarship endowments created by Brown and his wife, Ann. The couple considers such support a way to both continue the support Brown received as a student to honor his beginnings and help support deserving students.

FOUNDATION IN ACCOUNTING

Brown had a knack for math in high school, but when he came to UT as a freshman in 1981, he hadn't yet considered a career in accounting. A professor recognized his aptitude and suggested that he major in business. Brown did, but he entered Haslam not long after the death of his father, and had to pay his own way through school. Professors at Haslam understood his situation, and allowed Brown flexibility in scheduling courses so that he could work full-time at a nearby drug store. This, and the free room and board he enjoyed as treasurer and president of his fraternity, helped him make ends meet.

He credits a large part of his success at Haslam to the effective instruction he received under now-retired professors Richard Townsend, Jim Reeve, and Jan Williams, among others.

By the time Brown completed his degree in 1985, he had already interviewed with some two dozen potential employers, including several of the original big eight public accounting firms with offices in Nashville. He signed on with Peat Marwick Mitchell (now KPMG), skipped his UT graduation ceremony, and moved to Nashville to begin work immediately—a progression made all the more urgent by his approaching marriage to high school sweetheart Ann Roush.

KPMG promoted Brown to manager after four years, and senior manager two years later. Auditing and consulting duties took him around the country, as did the courses he taught nationally for the firm. He enjoyed the work and gained valuable insights into the inner workings of various types of businesses.

“When you're in accounting, you get to see how different businesses work because every industry needs accounting,” Brown says. “Particularly

in public accounting, you're getting exposed to many different elements of the C-suite from day one.”

LEADING A LOCAL FIRM TO NATIONAL SUCCESS

The downside of his job at KPMG was constantly being on the road, away from Ann and their first child, since his clients were located from the Tri-Cities to Memphis. When a consulting position opened up in 1991 with PYA, a Knoxville firm formerly headed by fellow Haslam alumni Ed Pershing and Doug Yoakley, Brown took it. He became a shareholder in 1995, a managing principal of consulting in 2006, and president of the company in 2015.

Brown helped the firm design a series of training modules, dubbed PYA University, to ensure that business operations bear the PYA stamp of quality, no matter the type of project. “It's an internal curriculum built to teach our team ‘the PYA way’ as it relates to management and soft skills training,” he says. “We now have 30 or so modules to it.”

He also has seen the consulting practice expand in healthcare and multiple other industries during his 30-plus years there. Consulting now makes up a large portion of PYA's operations.

“We developed a national brand, particularly in the healthcare



Brown with some of the PYA employees who hail from the University of Tennessee, Knoxville.



industry, and that allowed us to gain client relationships in all 50 states,” Brown says. “From there, we grew to serve in other industries, including real estate, community banking, restaurant, retail, and technology companies. Since 2020, we’ve added two new offices and two new affiliate companies.” The firm now has seven offices, as far west as Montana and as far east as North Carolina, where its newest location opens in Charlotte this year.

Under Brown’s leadership, the firm has garnered recognition from major industry publications. In 2021, *Modern Healthcare* magazine ranked it the eighth largest privately held healthcare consulting firm in the country, after ranking it in the Top 20 for many consecutive years. To honor PYA’s respected CPA services, *Forbes* named it one of America’s best tax and accounting firms in 2022, and PYA regularly appears in *INSIDE Public Accounting’s* list of the top 100 firms.

When asked what makes Brown such a strong leader, colleagues describe him as a servant leader. Deborah Ernsberger, a principal at PYA who joined the firm in 1996, says Brown embodies the volunteer spirit. “He leads by example, and focuses on fellow team members at all levels,” she says. “I have benefitted from his leadership, training, honesty, and friendship.”

Michael Ewell, who has known Brown since they were freshmen at UT together, agrees. “Marty is a visionary leader whom everyone trusts and respects, which

motivates employees, business partners and contractors to deliver on the vision,” Ewell says. “He possesses integrity of character and humility. He’s a servant leader.”

COMMITMENT TO THE COLLEGE

Brown’s service to others extends to his alma mater, to which his wife and children are also strongly tied. Ann graduated from UT, and son Trevor and daughter Kelsey earned their MAcc and MBA, respectively, at Haslam. For years, Marty Brown has donated time, energy, and financial support to the college. He is a member of Haslam’s Accounting and Information Management Roundtable. Drawing on his teaching and training experiences through PYA and KPMG, he often speaks to Haslam students about the continued demand for accounting.

“It’s a rigorous business discipline, one of the most rigorous studies at Haslam,” he says. “You’re developing a skill set that’s valuable to virtually every industry, good soft skills, and experience working on C-suite projects. Yes, technology is going to change the way we do traditional audits and tax returns, but the need for objectivity, validation, and assurance to financial markets and business decisions remains.”

Since its founding in 1983, PYA has been headquartered in Knoxville, not far from UT. That proximity enables the firm to maintain a long-term relationship with

Haslam, and look there for many of its new recruits. Currently, PYA employs 78 alumni from the college.

“Haslam is putting out an excellent product,” Brown says. “Graduates come out well prepared for the tax track, the audit track, and the information management track. Most often they’ve already passed the CPA exam or are well prepared to do so quickly. Haslam also has done an excellent job including training in business analytics and supply chain. The students we’re getting also have the requisite soft skills. We’ve had great success.”

As part of his commitment to the college, Brown and his wife recently created three Marty and Ann Brown Endowed Scholarships, consisting of one undergraduate scholarship and two specifically for students entering the MAcc program. It’s a way to ease the financial burden for a few deserving students each year, while acknowledging the institution whose faculty helped him succeed in so many ways.

“When I think back to my circumstances, it would have been difficult to transition into a master’s program quickly due to the cost,” he says, “and those costs have certainly risen over time, so it was important to Ann and me to provide these endowed scholarships to the college. The industry and business world are always looking for good professionals.” ●

3,050

UNIVERSITY-WIDE IMPACT

NON-HASLAM MAJORS TOOK A HASLAM COURSE IN FALL 2021

FACULTY

25

NEW FACULTY POSITIONS CREATED IN 2021 TO FILL ENROLLMENT DEMANDS

GRADUATE PROGRAMS

15

12 ESTABLISHED GRADUATE PROGRAMS, PLUS 3 NEW GRADUATE PROGRAMS SET TO LAUNCH NEXT YEAR



6000

RESEARCH

FACULTY PUBLICATIONS
SINCE 2016

HASLAM'S UPWARD TRAJECTORY

Over the past decade, the Haslam College of Business has been on an impressive trajectory of growth and expansion. The undergraduate program saw a 31.1 percent increase in enrollment over the past five years, and majors from within the college of business now represent seven of the top 20 degrees awarded campus-wide.

With support from alumni and university leaders, Haslam's faculty and staff have risen to the task of developing new curriculum, adding degree programs, creating unique co-curricular learning experiences, and incorporating innovative technologies and approaches. The result is a thriving academic community that's drawing students, faculty, and corporate partnerships from across Tennessee and beyond.



2,000

UNDERGRADUATE ENROLLMENT

UNDERGRADUATES ENROLLED
IN THE CLASS OF 2026

Rapid Growth of Undergraduate Enrollment and Faculty Numbers

Undergraduate enrollment has seen a dramatic upward curve, especially over the last five years. The number of first-time-freshman undergraduates projected this fall is 33 percent higher than last year's entering class. The number of out-of-state students coming to the college also has increased.

Lane Morris, associate dean of undergraduate studies and student affairs and Ergen Professor in Business, says the education offered by the college is attractive to both in-state and a growing number of out-of-state students. Most importantly, prospective employers and graduate schools appreciate the quality of the academic experience, positively impacting placement percentages. In the fall of 2022, Haslam will welcome nearly 2000 freshmen from across the country.

Part of the attraction for undergraduate students is the college's suite of co-curricular opportunities united under the Haslam Undergraduate Business (HUB) office. "Over the past several years, we've developed a value-added portfolio of opportunities in serving students," Morris says. "We strategically hired folks to help us develop in several directions including study abroad, professional and career development, student engagement, advising, and technology." That effort formed a cohesive team that has rolled out new opportunities and support for students.

The college also offers several specialized honors and cooperative programs for undergraduates such as the Smith Global Leadership Scholars program, Heath Integrated Business and Engineering Program (IBEP), and the new Business Fellows Honors Program, which will strengthen the experience within the college for honors students.

The Heath IBEP allows Haslam students to gain a blended experience of engineering and business. Morgan Louis, a junior in the Heath IBEP program, says working

with engineering students has shown her that they approach problems differently than she might. "As a business student, I'm learning concepts I never would have been exposed to otherwise," Louis says. "We've been able to combine the best parts of our approaches and create some really cool projects."

To keep pace with the growing student population and expand the college's research impact, Haslam also has hired a number of new faculty members. The original goal was to add 25 new tenure track faculty in five years, but the college has far exceeded that milestone. In 2022 alone, Haslam hired 25 new faculty, including 11 tenured and 14 non-tenured.



Expansion of Graduate Programs and Research Productivity

The college also has experienced significant growth in its graduate programs. Currently, Haslam offers 12 master's programs and expects to add three additional over the next year including a master's in marketing, an online MBA, and a master's in business cybersecurity.

Bruce Behn, associate dean for Graduate and Executive Education (GEE) at Haslam, says online programs are the fastest growing of GEE's offerings. "It is exciting to see Haslam's graduate student population growing and to launch several new program options to meet market demand," says Behn. The master's in supply chain management online was introduced in fall 2019 with 38 students. Two years later, enrollment had grown to 206. Student Breanne Hill, a recruiting company commander in the U.S. Army serving in Kansas, is impressed with the quality of the online program. "The faculty go above and beyond in providing great teaching and resources," says Hill, who has benefited from interacting with students in other locations and fields. "It's so interesting to share our experiences and learn from each other."

Based on data from the fall semester of 2021, one in nine Haslam students are graduate students, and one in four master's degrees awarded on the University of Tennessee, Knoxville, campus are earned by Haslam students.

The college's research productivity also is on a steady ascent. Since 2016, the college has seen more than 600 faculty publications of different types—in many cases, research published in the leading journals in fields they represent. Haslam faculty published 71 percent more articles in 2020 than in 2016, representing a 60 percent increase in published articles per faculty member in that same time period. Several Haslam faculty members have become editors of major academic journals, and the

no.1
AMONG US PUBLIC INSTITUTIONS FOR
ALUMNI SATISFACTION, EXECUTIVE MBA

95%

UNDERGRADUATE
RETENTION RATE



college faculty wins a number of “best paper” awards and other research recognitions each year.

Chad Autry, associate dean for research and faculty and FedEx Corporation Endowed Professor of Supply Chain, says the momentum is charging forward. “To all of that, we can add an increasing volume and velocity of research intended for business practitioners that comes from industry outreach activities,” Autry says. “I expect that in the coming few years, we will regularly be seen and cited as among the top three SEC research schools, and among the top 25 public research schools nationwide.”

with UT Athletics in designing and delivering the Name, Image, and Likeness (NIL) curriculum that has garnered national media attention.

One way the college reaches beyond campus is through the Anderson Center for Entrepreneurship and Innovation. Since 2009, the center has coordinated across UT campuses and partnered with local and regional governments, nonprofit organizations, and corporations throughout Tennessee to offer mentorship, competitions, and academic courses to students. The college’s minor in entrepreneurship has nearly doubled since 2019, drawing students from other disciplines across campus.

Other institutes and centers in the college, including the Global Supply Chain Institute and its Advanced Supply Chain Collaborative, Boyd Center for Business and Economic Research, Masters Investment Learning Center, and Neel Corporate Governance Center, also provide strong links to industry and government entities outside academia, and those relationships continue to grow.

Continuing Upward

As Haslam flourishes, the college is outgrowing its current campus footprint. To fill the need for more space, an additional business school building has been authorized by the UT System and the State of Tennessee. While the exact design and timeline for completion are still uncertain, the \$200 million building will be around 300,000 square feet and will contain additional classroom space, research labs and center space, expanded room for graduate and executive education programs, and accommodate expanded faculty and staff workspace to serve expanded student enrollments.

Steve Mangum, dean and Stokely Foundation Leadership Chair, notes that the new space will continue to support Haslam’s mission and growth.

“The college has been on a strong trajectory over the past decade as we continue to produce high-quality graduates in all of our academic programs and provide impactful thought leadership through our faculty research,” Mangum says. “Our success in these two areas has brought us to this point, and the new building will yield fresh opportunities and help us continue our upward momentum.” ●

Reaching Across Campus and Beyond

Haslam’s growth and success reaches beyond the college, benefiting the wider university and business community in numerous ways. The college has led the university in student retention goals, with a current undergraduate retention rate of nearly 91 percent from first to second year. The HUB office provides considerable leadership in the co-curriculum space, and has forged successful partnerships with the university’s Center for Global Engagement and the Center for Career Development. “The academic experience that our HUB team delivers has become a role model for the campus,” says Morris. “For example, we’ve moved to a professional advising model where the HUB office provides academic advising so faculty can focus on career advising. The university has seen the benefit and is beginning to emulate what we’re doing.”

UT students from outside Haslam regularly come to the college to take classes, often participating in the business or entrepreneurship minors. Additionally, the HCB has been a leading partner



An AMAze™ group gives their marketing presentation to Colleen Cruze of Cruze Farm Dairy; their objective was to provide marketing recommendations for the popular business's newly-opened Sevierville location (Sevierville Ice Cream & Dairy, opened in 2020).

AMAze™ Students Create Marketing Solutions for Corporate Partners

Since launching in spring 2020, AMAze™, a Haslam student-led program operating through the UT chapter of the American Marketing Association (UT AMA), has been creating marketing recommendations and strategies for a diverse array of corporate partners.

Guided by faculty advisor Cindy Raines, distinguished lecturer and Lee and Allison Herring Endowed Teaching Fellow in Marketing, the students work directly with firms for six to eight weeks. Projects are tailored to each company's needs, and may include tasks such as branding and imaging, target audience identification, naming and logo development, social media, and research.

Junior marketing major Lygia Karagiozis, UT AMA president and AMAze™ group leader, has been involved since her first semester at UT.

"AMAze™ intrigued me because we had the opportunity to meet with upper-level executives, conduct research, critically think on a team of other like-minded peers, create a deliverable, and present our findings," she said.

AMAze™ assists for-profit and non-profit organizations of all sizes. Recent partners have included Bridge Refugee Services, UT Printing and Mail Services, Cruze Farm, Coffee and Chocolate, and Knoxville IT firm IT4e. Although AMAze™ members volunteer their time, corporate partners are asked to make a small donation to help fund future educational student initiatives.

Jodie McIntyre, founder of Emmy's Frozen Yogurt, partnered with AMAze™ to develop marketing initiatives targeting UT students.

"We were thrilled to work with these bright, energetic students,

who provided us with important and up-to-date marketing material and insight," said McIntyre. "They expanded on social media outlets that college students would most likely use and outlined appealing ways to grab the attention of the students."

Like McIntyre, Mark Hickman (HCB, '86) appreciated the students' perspectives as young consumers. When his firm, Hickman Development, was considering investing in a local food products company, he asked AMAze™ to research the industry and provide insights to help his firm make an informed decision.

"AMAze™ students were essentially a snapshot of our target market—young, diverse, educated (soon-to-be) professionals," Hickman said. "From our initial meeting, they asked questions that never occurred to my much older mind."

The UT AMA leadership board now includes four positions dedicated to AMAze.™ That focus has helped the chapter win numerous campus- and college-wide awards, including UTK Outstanding Academic Student Organization for 2022. As UT AMA membership continues to grow, more than half of the organization participates in AMAze.™

Grace Caldwell, a junior marketing major and vice president of AMAze,™ especially values the connections and leadership experience she has gained.

"No other club can offer such a one-on-one experience with businesses," Caldwell said. "Getting to create a personalized marketing deliverable for their business has given me more confidence in my ability as a marketer and young businesswoman." ●

—Stacy Estep

Partner with AMAze™

AMAze™ is seeking additional partners for the future. For more information about working with the group, contact Cindy Raines at craines1@utk.edu



Nataliia Yakushko, PhD student in Strategy, Entrepreneurship and Organizations, spent her spring break making multiple trips to Poland to organize humanitarian efforts for her fellow Ukrainians, transferring medicine and equipment to refugees in Warsaw. “When others see Ukraine on the TV, they just see a country but I see my people,” she said.



PEMBA student **Gene Gincherman**, an emergency medicine physician with Kaiser Permanente, served with disaster-relief non-profit Team Rubicon in Poland, meeting with WHO, USAID, and UNOCHA to coordinate support during the crisis in Ukraine.

MBA candidate **Nicole Ford** was nominated for the 9th annual Rutherford Athena Awards, which honors the accomplishments and contributions of women from Rutherford County, Tennessee.

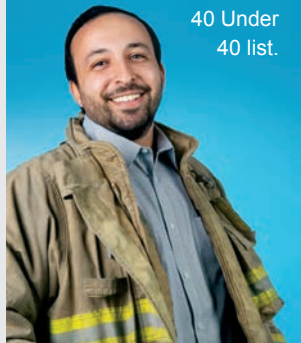
GRADUATE & EXECUTIVE EDUCATION

\$7,500

A team of Haslam grad students placed

second in the 2022 KeyBank Foundation Minority MBA/Graduate Business Case Competition, held online by The Ohio State University Fisher College of Business. **Lynn Kiragu**, who is working on her MS in Supply Chain Management - Tri-Continent, and MBA candidates **Noah Dandridge** and **Lauren McNamara** represented Haslam in the case competition, finishing ahead of 23 other teams from across the nation and received a plaque and a \$7,500 prize. Coach Randy Bradley, associate professor of information systems and supply chain management, said the judges praised the creativity, boldness, diversity, and innovativeness of the team’s recommendations.

ProMBA student **Mohamed Abbas**, a senior project manager with Denark Construction Inc., was named to the *Knoxville News Sentinel’s* 40 Under 40 list.



Knoxville News Sentinel

The Executive MBA Healthcare Leadership Class of 2022 traveled to Washington, DC, to collaborate with experts on healthcare policy.



COLLEGE

Five of UT’s 2022 **Torchbearers** have ties to our college. Congratulations to **Claire Donelan** (marketing major with a concentration in international business in the Smith GLS program), **Savannah Hall** (HCB, '21), **Tasimba Jonga** (chemical engineering and economics student who serves as project manager for the Professional Sales Forum and is active in the Professional Sales Leadership Program), **Aruha Khan** (finance major with an economics collateral and a second major in biological sciences with a concentration in biochemistry and cellular and molecular biology) and **Varun Rangnekar** (business analytics major with an information management collateral).



Approximately 12 **Haslam undergraduate students** participated on the international case competition team, which competed in the Heavener International Case Competition at the University of Florida and at the UMSL CUIBE International Case Competition in St. Louis. The team was guided by assistant department head Eddie Armbrister, with support from Haslam leadership and distinguished alumni, including Dan Dougherty (HCB, '00) and Alex Owens (HCB, '20).

FIRST PLACE



MBA students **Gregg Hammond**, **Lauren McNamara**, **Joe Moulden**, and **Lauren Porter** placed first in the SEC MBA Case Competition, UT’s first time winning the event. The team, under the guidance of faculty advisor Randy Bradley, worked on a business problem from Valvoline.



For the second consecutive year, UT won the Tennessee Valley Authority case competition. MBA student **Alex Weber** represented UT.

KELLI ROSS

Growth and Opportunity

By the time Kelli Ross began her senior year, she'd accumulated an impressive number of achievements. She'd been a 1794 Scholar, received multiple scholarships, and earned dean's list and summa cum laude honors every semester. She'd spent the summer as an intern at JPMorgan Chase & Co. and forged a clear path to a corporate finance career.

Then one day some fellow students visited one of her classes to talk about Torch Fund.

"I thought it would be a great opportunity to widen my knowledge," she says. "I knew quite a bit about real estate and corporate finance, but stocks and equities were my biggest weaknesses."

She applied for the program, and by the time she'd spent one semester managing the value investing McClain Fund, her career plans had changed.

"This was everything I'd been looking for, and I didn't even know it until I was given the opportunity," she says. "There's always more to learn about the stock market. The idea that no matter how hard I try, there's still more to learn and opportunity to grow, is amazing to me because I can do that for the rest of my life."

That growth mindset is something Ross developed early. A double major in finance and business analytics originally from Harlingen, Texas, she grew up knowing that her parents expected her to be the first person in the family to go to college.

After spending a few years living in Mexico, where her mother was born and raised, Ross attended her last two years of high school in Rockwood, Tennessee. While most of her classmates were choosing trade schools or community colleges, she was exploring university websites and online forums, learning to navigate the application process by herself.



“My parents are incredible, and I’m so thankful they’ve always pushed me to be independent and figure out my own path,” she says.

She applied to some Ivy League schools but wanted to attend UT because of its proximity to her family in Rockwood and because of Haslam’s reputation. She’d become interested in business while she was growing up, watching her father run his own company.

“I really like the idea that whatever I’m learning, I can apply it to a business, but I can also apply it to my own personal life,” she says of her decision to major in finance. “I can take care of myself as well as the firm I’m working for.”

She later added a business analytics major after sitting in on one of Brian Stevens’s classes. Although she’s never actually taken a class from him, she enjoys watching his educational YouTube videos.

“He makes it incredibly fun,” she says. “I’m so thankful we have those types of professors at Haslam, and we have the opportunity to learn from people like that.”

After seeing Ross’s performance in Torch Fund, program director Ryan Farley told her he thought she would be a perfect match for a role at Eagle Capital, a premier value investing asset management firm in New York City. As a first-generation student preparing to enter the job market, she didn’t know what to expect. Farley helped her navigate the company’s extensive interview process, and she accepted an equity research analyst position that begins this summer.

“I never, ever thought I would have the opportunity to interview for things like this, much less get offers,” she says. “I’m so fortunate to have had the experience of working with Dr. Farley. Haslam has given me so much in terms of resources and incredible people to help me grow into the person I’ve become.”

Farley credits Ross’s positivity, curiosity, and drive with making her a successful leader in Torch Fund, despite her initially limited knowledge of investing.

“Kelli never shies away from taking on big challenges and pouring her time and considerable intellect to get deep into the details and execute at a high level consistently,” Farley says. “Every student and faculty member I’ve spoken with echoes that she’s as likable as she is bright and hard working—precisely the type of student that makes careers in academia so rewarding.”

Those challenges include skydiving, which Ross, Farley, and a few other Torch Fund members did together in Chattanooga in March. They’ve become a tight-knit group, despite Ross’s initial feelings of intimidation when she entered the male-dominated program. She says that with media representations such as *The Wolf of Wall Street* perpetuating gender stereotypes about finance, she understands why many women might think the field is not for them, but she encourages them to pursue it.

“I would love for more girls to get into finance and Torch Fund. I talk to girls and tell them, ‘It’s not just a guy thing,’” she says. “Pushing yourself outside your comfort zone is where you grow the most.”

That trailblazing spirit is what inspires Ross to use the knowledge and experience she’s gained at UT to help her younger brother as he begins making plans for college.

“I’m really excited to guide him through all that,” she says. “My family is completely astounded with what I’ve been able to do with my time here and the opportunities I’ve had.”

After graduating in May, Ross will spend a month traveling in Europe for the first time and then relocate to New York to begin her job at Eagle Capital, where she looks forward to showing people what it means to be a Tennessee Volunteer.

“I’m not trying to be better than anybody else, but I want to be better than the person I was yesterday, whether that means learning something new, or being kinder, or doing something for someone,” she says. “I want everyone to know that Vols work hard, and we put time, energy, and quality into the work we do.” ●

— Stacy Estep

BUSINESS ANALYTICS & SUPPLY CHAIN MANAGEMENT



Lucy Buck, a senior in supply chain management and business analytics with a concentration in international business, a Haslam Scholar, president of the International Business Club and vice president of the Management Society, moderated the international careers panel on the topic "Women in International Business" with Tennessee World Affairs Council in fall 2021.



OFFICE OF DIVERSITY & COMMUNITY RELATIONS

In the fall, the **Office of Diversity and Community Relations (ODCR)** hosted Haslam students on a professional development trip to Nashville. The visit included presentations and introductions from senior leaders and executive staff at corporate offices in the Nashville area, including businesses such as HCA Healthcare, GEODIS, and Tractor Supply Company. The educational experience concluded with students dining at a local Black-Owned business, Germantown Pub, in the Germantown, where owners discussed their learned experiences from operating a family business.

The ODCR Take Off program presented a pitch competition for students, highlighting franchise and startup business endeavors, overseen by Pamela Sanchez, coordinator of retention and education. **Michaela Bianco, Justin Deleon, and Paw Eh** won the competition with their JMP Jewelry business concept.

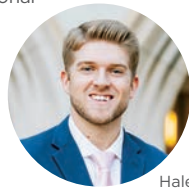


FINANCE

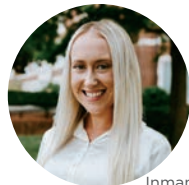
Senior finance major **Walker Hale** accepted a full-time offer with JPMorgan Chase & Co., to begin upon his graduation this year.

Finance major **Amanda Inman** was a recipient of the Chancellor's Extraordinary Community Service Award.

Testimony from senior **Caleigh Jacobs** contributed to legislation that mandates personal finance education for Ohio high school students.



Hale



Inman

Finance PhD student **Miaoyin (Alexandra) Zhang** accepted a job at Central University of Finance and Economics in Beijing.

Accounting and Information Management majors **Max Baker, Katherine Hoover, Delaney Darrow, Eldon Lu, Joe Kato, and Tony Torres** participated in the 2021 Deloitte Audit Innovation Campus Challenge, a nationwide program hosted by Deloitte's Audit Innovation group and the Deloitte Foundation. Amanda Warren served as the team's faculty sponsor and Karen Bowling was the firm sponsor.



ACCOUNTING & INFORMATION MANAGEMENT

In the University of Tennessee's second year of participation, the Accounting and Information Management student team of **Javien Vinson, Zoe Dillard, Elizabeth Harwood, and Natalie Murrah** placed third in the nation in the Deloitte FanTAXtic Case Competition. Alycia King and LeAnn Luna served as the team's faculty advisors.



Sponsored by Deloitte, Deloitte FanTAXtic is designed to educate and prepare the next generation of tax talent for a career in business and tax. The interactive program includes case simulation, role playing, and presentations that provide students with insights and perspectives on challenges facing the profession today, future trends that may impact it tomorrow, and the overall changing business tax marketplace. Deloitte Tax professionals participate in the event and offer the students support and guidance throughout the competition.

D3D was awarded \$20,000 and Arid Delivery Products received \$7,500 in the 20th annual Boyd Venture Challenge.



Left to right: Alexander Weber, UT System President Randy Boyd, Clay Franklin.

ANDERSON CENTER FOR ENTREPRENEURSHIP AND INNOVATION

GRAVES BUSINESS PLAN COMPETITION

Student start-ups **Arid Delivery Products**, **KnoxVerified**, **Inter-Gauge**, **NeverFull Waffles**, **BC Exchange**, and **Fayette-Ware Mentoring Program** were awarded a total of \$20,000 in funding in the spring 2022 Graves Business Plan Competition.



The spring 2022 Vol Court speaker series culminated in a pitch contest in which 17 student start-ups presented their business ideas. In addition to cash prizes, **Fluffy Friends for Children**

with Chronic Conditions

won office space at the University of Tennessee Research Foundation (UTRF) Business Incubator for one year; **Arid Delivery Products** was awarded six months of office space at the UTRK Business Incubator. **KnoxVerified** also received a cash prize.

Professional Sales Forum

The Professional Sales Leadership Program (PSLP) became a formally recognized student organization on March 30, 2022. The executive board includes President **Michael Rodriguez** ('23), vice president for recruitment and membership **Kaitlyn Cline** ('22), vice president for corporate relations **Hollis Gaffney** ('22), and vice president for innovation **Machen Murphy** ('22). It held a semester kick-off meeting, organized a professional development session focusing on transition from college to career hosted by the forum's partner, Gartner, and offered professional headshots to members. Brenda Carlisle, PSF project manager, served as advisor and helped the PSLP make the transition into a student organization. The PSLP has more than 90 current members and is actively recruiting for the fall 2022 semester.

The Professional Sales Leadership Program (PSLP) became a formally recognized student organization on March 30, 2022.

MARKETING

The **2022 Sales Competition** saw 114 students organized into 66 teams compete. The top three teams were recognized with a plaque and financial award, five special category top-finishers received certificates, and two top performances in an in-person lightning round during the awards ceremony received certificates and financial awards. KaTom Restaurant Supply provided the case and sponsored the financial awards, Dan Flint developed the scenario and sponsored the lightning round financial awards, and Brenda Carlisle worked behind the scenes to make the competition a success.

OVERALL WINNERS

First Place: **Jenn Feck**;
Second Place: **Machen Murphy** and **Tanner Welch**;
Third Place: **Paige LeBlanc** and **Brooks Woodruff**

SPECIAL CATEGORY WINNERS

Trey Dlusis and **Mack Stephenson**;
Davis Eichelberger, **Tyler Erspamer** and **Laney Perry**; **Michael Rodriguez**, **Jack Dance** and **Corban Smith**; and **Stephanie Baker** and **Sydney Cox**

LIGHTNING ROUND WINNERS

Alonso Garcia Maldonado and **Tasimba Jonga**

The **UT chapter of the American Marketing Association** was recognized as the campus-wide UTK Outstanding Academic Student Organization for 2022. Distinguished lecturer of marketing Cindy Raines is the group's faculty advisor.

The **AMAZE™ Group** crafted actionable plans for corporate partners faced with marketing challenges and opportunities and served four new partners in spring 2022: Knoxville Coffee and Chocolate, Haslam Engaged, Cruze Farms, and IT4E. *See article on page 22 for more details.*

MANAGEMENT & ENTREPRENEURSHIP

Debbie Mackey Student Scholarship Award

In 2018, alumni and donors of the Management and Entrepreneurship department began working to establish a scholarship honoring distinguished lecturer Debbie Mackey's dedication, loyalty, and passion for UT. On April 5, Mackey presented the first Debbie Mackey Student Scholarship Award to **Brittany Lyons**, a senior human resource management major who will graduate in December 2022.



Management Society members had the opportunity to connect with recruiters from Aldi, KaTom, TTI and 21st Mortgage at the spring Meet the Employers networking dinner.





**HOME
FEDERAL
BANK** 

HOME FEDERAL BANK

A Profitable Partnership

One deep-rooted Knoxville bank has made a tradition of giving back to the community, both at the University of Tennessee, Knoxville, and around East Tennessee, through charitable donations, volunteer work, faculty endowments, and student scholarships.

Founded in Knoxville in 1924 as a savings and loan, Home Federal Bank acquired full banking status in the 1980s. Today it has 23 branches across Knox, Anderson, Blount, and Sevier counties. It's a mutual bank, which means that depositors, rather than stockholders, own the company. While this alone tightens its focus on the region, the company also has a long history of making community involvement a part of its culture.

Home Federal reinvests a significant portion of its profits—some 10 to 12 percent—back into the community each year. Its annual contributions exceed \$1 million, all of which stays in the region. In addition, the company sponsors more than 200 charitable projects and events annually in the area for the Boys & Girls Club, United Way, KARM, and others. Its employees volunteer more than 1500 hours toward these efforts. Home Federal also has sponsored Knoxville Habitat for Humanity since 1990, and remains that organization's oldest covenant partner.

UNIVERSITY INVOLVEMENT

The bank's long involvement in the Haslam College of Business began several decades ago when two of the university's presidents, Edward Boling and Joe Johnson, served on the bank's board of directors. Boling himself was a Haslam alumnus. Numerous graduates have secured internships and full-time positions with Home Federal over the years, thanks to this partnership.

Since 1995, the company has awarded hundreds of thousands of dollars to business students through its Home Federal Scholarship, most recently to accounting major Greer Giffen. "Having the support of such a respected institution from my hometown is so rewarding and meaningful, and has helped me continue my education at UT," Giffen says.

Contributions from Home Federal also fund faculty research and an endowed professorship in the finance department. Tracie Woitdtko, David E. Sharp/Home Federal Bank Professor in the Department of Finance, says this type of support is imperative to attracting and retaining outstanding faculty. "Through their financial support, we have been able to support teaching and research excellence for a third of the finance faculty since I have been department head," Woitdtko says.

To honor the company's commitment, the college presented Home Federal with the first Outstanding Corporate Partner award in 2009.

Home Federal CEO David Reynolds, who serves on Haslam's Department of Finance Advisory Council, values the company's history with the university and the impact that long partnership has made on both institutions. "The University of Tennessee and Home Federal Bank both have significant legacies in Knoxville, and it makes sense that we're working together," Reynolds says. "We appreciate how far back the relationship goes, from our philanthropy to the service of college presidents on our board, to the plethora of UT alumni—including our CFO—who are in key positions in our company. It gives us both opportunities for growth." ●

Report

*These lists, unless otherwise notated, reflect society members as of June 1, 2022.



THE DEAN'S CIRCLE

Members of the Dean's Circle support Haslam students, faculty, and programs through leadership-level annual giving to the College Fund. Cumulative gifts made each calendar year of \$1,000 or more (\$500 for alumni who have graduated within the past 10 years) qualify for Dean's Circle membership and are recognized by plaques in the Haslam Business Building and invitations to special events throughout the year. Gifts to the College Fund impact all students, faculty, and programs at the college. Names listed represent 2021 calendar year members.

Franklin D. & Stellyne J. Albertson
 Jerry & Carolyn Allen Jr.
 Terry & Susan Anderson
 Anonymous
 Blanding & Lane Beatty
 Dan & Mary Bechtol
 John & Tyra Behrens
 Tom & Jennifer Bell Jr.
 Leonard J. & Laura B. Berlik
 Mike A. & Nancy M. Berry
 Ken & Dawn Bertsche
 Zora E. Bivens
 Mary T. & Timothy M. Blair
 Douglas B. & Lori W. Blalock
 R. Stanley Bowden II
 Karen M. & Mark S. Bowling
 Randy & Jenny Boyd
 Rick & Vicki Boyd
 Christi M. Branscom
 Charles W. Brinkley Jr.
 Shirley Pih Broadbery & Paul Broadbery
 Thomas P. & Sandra L. Brown
 David A. Brown II & Kathryn M. Brown-Wolfe
 Marty D. & Ann R. Brown
 Brian & Becky Brown
 H. Carey Brown
 Andy & Sheila Bruner
 Daniel P. & Stephanie K. Buckner
 A. Randy Burleson
 Bush Brothers & Company
 Richard W. & Nancy S. Cardin
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 Amy S. & Robert R. Cathey Jr.
 Michael K. & Regena D. Chapman
 James W. & Melissa P. Charles III
 John & Gabriela Charles
 Milt & Carol Childress II
 Robert & Margaret Christopher
 G. Fenn & Susanne Church

Alan & Kim Ciukowski
 Paul E. & Terri S. Clark
 Gary & Marsha Clayton
 Woody S. & Judy A. Cozart
 Scott D. Craig & Jill E. Gordon-Craig
 David W. & Barbara L. Crippen
 Jefferson & Jennifer Cross
 Michael T. Crotty
 Matthew & Mary Dallas
 Don D'Anna Jr. & Anuradha Srivastaav Saran
 Clay S. & Anita G. Davis Jr.
 Tyler B. & Jessica P. Dempsey
 Dennis & Kim Denton
 Michael E. Dixon
 Kerry & Martha Dodd
 Sarah & Ryan Dodd
 Daniel H. Dougherty
 Charles W. Duggan
 Michael & Anne Easterly
 Eastman Credit Union
 Lawrence & Meg Eaton
 David K. & Kathleen A. Ecklund
 James B. & Sharon H. Edwards
 David M. & Dana M. Evans
 Joseph & Ruth Fielden
 Lester E. Finnell Jr.
 First Horizon Foundation
 Shirley A. Flynn
 Edwin & Karen Fort
 Ronald R. Franklin
 Keith & Tracy Frazier
 William E. & Lynn P. Freeman II
 David & Melissa Freeman
 J. Lee & Connie Fry III
 Phillip M. & Jinny B. Furlong
 Donald & Marla Mason
 Benjamin R. Goodwin
 Joseph W. & Sandra D.R. Grant
 Diane H. & Howard Clint Green
 William & Edwina Greer
 John & Stefanie Griffin
 Stephen & Sarah Guerrette
 Patricia A. Hackler
 Christopher & Susan Hadorn
 Allen P. & Grace M. Halliday
 Matthew & Christy Harrison
 Tom S. & Constance E. Hawkins Jr.
 Robert J. & Roberta L. Head
 Robert E. & Melissa C. Henry
 Rosalyn L. Hess
 David Hollins
 Logan A. Hughes
 Matt R. & Dana B. Hughes
 Joseph F. Hull
 J. Michael & Ann W. Hurley
 Stan & Teresa Hurt
 David A. & Debbie A. Ingram
 David G. Jacobi & Stacy Hestily-Jacobi
 Decosta & Marion Jenkins
 Matthew R. Kelley
 Rufus B. & Rebecca K. King Jr.
 Christopher P. & Donna G. Kinney
 Robert B. & Sandra L. Kirkman
 Knaster Charitable Trust - Michael Lobel, Trustee
 Steve H. & Cindy A. Kroeger

Michael A. & Tina A. Lobel
 William M. & Brenda G. Locke
 Herbert S. Logan
 Jeff & Sena Longmire
 Jonathan R. & Blair S. Lund
 Zanda Lynn & Jim Daigle
 Stephen L. & Troba Mangum
 James C. & Charlotte A. Maples
 Joseph D. & Penny W. McDonald
 Bob & Stacy Mertz
 Dustin & Kim Meyers
 Harry F. & Suzanne M. Miller Jr.
 William & Elise Mitchell
 Charles W. & Sherry G. Morgan
 Michael D. & Jennifer B. Morgan
 Rock A. & Linda S. Morphis
 Alan & Jules Natowitz
 Thomas H. Neal Jr.
 George C. & Carolyn J. Newcomer Jr.
 Steven A. & Amy F. Noland
 Brian W. & Deborah J. O'Rourke
 John C. & Jennifer L. Oswald
 Scott Parish
 Finis S. & N. Lucretia Patton
 Chip & Carolyn Pearson III
 Gary E. & Kathleen W. Peck
 David P. & Cheryl M. Perrot
 Pinnacle Financial Partners
 Phillip S. & Kathy J. Piper
 Rob N. Power III & Kai-yan Lee
 Donald B. & Nancy O. Preston
 Matthew J. Provencher
 Pugh CPAs
 PYA
 Radio Systems Corporation PetSafe
 Michael K. & Julia S. Rafter
 Edith S. Rayford
 S. Seth & Loren L. Reagan
 Michael & Shannon Reeves
 Regions
 Russell B. Richards
 Jon G. & Mintha E. Roach
 Ronald R. & Marta P. Roberts
 Gary L. & Donna G. Rose
 Ryder
 Mark & Patricia Sanders
 Jason M. & Jean M. Scheffer
 George & Anne Schultz
 Gregory M. & Cheryl P. Sekelsky
 A. Dean & Ann H. Skadberg Sr.
 James F. Smith Jr.
 Aaron & Eva Snyder
 Ryan & Shannon Sowell
 Ronald D. & Sarah J. Spurlock
 Michael N. & Judith M. St. Charles
 Sidney T. Stanley
 Robert T. & Jeanmarie Stevenson
 Carrie V. Strickland
 Michael T. Strickland
 Michael L. & Sheryl L. Taber
 Herman J. Tallman
 Mark & Kerri Tasman
 B. Lance & Anne M. Taylor
 Robert M. & Anne E. Taylor
 Sharon M. Taylor
 Samuel H. & Linda G. Taylor Sr.
 TeamHealth
 Norman G. & Wendy A. Templeton

Neal & Cathy Townsend
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 D. Houston & Sherry Vaughn Jr.
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 D. Brent & Tanya Wilder
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GLOCKER
 SOCIETY
 HASLAM COLLEGE OF BUSINESS

THE GLOCKER SOCIETY

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

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

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

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

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 The Anderson Family
 John H. Boll
 Randy & Jenny Boyd
 Charlie & Candy Ergen
 First Horizon
 John W. & Janice B. Fisher
 Bob & Vicki Hall
 The Haslam Family
 Ralph D. & Janet S. Heath
 Dennis R. & Jennie L. Hendrix
 Home Federal Bank
 Christopher P. & Donna G. Kinney
 Ralph J. & Donna J. Korpman
 Michael W. & Suzanne S. Masters
 Gerald T. Niedert
 Regal Foundation
 King W. & Judy K. Rogers III
 Gregory L. & Lisa V. Smith
 David D. & Deborah Stevens
 William B. & Kay H. Stokely III
 R. Andrew Taylor
 Truist Bank
 William H. Vandergriff
 Mark L. & Lynn A. Venrick
 Charlie A. & Nancy G. Wagner III
 William B. Stokely Jr. Foundation

AAA Cooper Transportation
 Jeff & Jacqueline Abbott
 Family & Friends of Casey Adams
 Rodney & Molly Adams
 F. Whit Addicks
 Frank M. Addicks
 Mary H. Allen
 W. Mark Allen
 Howard B. & Wendy C. Allenberg
 Amazon
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 Amway Corporation
 Bruce A. & Monique W. Anderson
 The Anderson Family
 Glenn & Suzanne Andrews
 AT&T Company
 James H. Atchley
 Kelvin & Sheryl Ault
 Jim Baker
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 Jennifer Banner
 C. Thomas Barnes
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 Bartley
 Todd L. & Robin R. Bassett
 Brodie & Grace Baynes
 Adam J. Bean
 Randall S. Beard
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 James & Patricia Bernal
 Mike & Nancy Berry
 Beverage Control Inc.
 Bible Harris Smith P.C.
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 Jim Bird
 Don C. Birdwell Jr.
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 Lee Herring
 W. Logan & Johnnie R. Hickman
 Damon & Carrie Hininger
 Jennifer L. Holder
 Kolin B. & Misty Holladay
 J. Fred & Wilma D. Holly
 Charles K. & Tonya B. Holmes



THE ARCHWAY SOCIETY

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

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

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

Kitty Cornett (front row, right) planned a celebration in Miller's honor, gathering former students of the CSEE. The gathering took place on April 25, 2022.



Consortium for Social Enterprise Effectiveness (CSEE) Celebrates Continuing Success, Lauds Alex Miller

A major announcement at the Consortium for Social Enterprise Effectiveness' 10-year reunion highlighted the boon it has been to area nonprofits. News of a \$25 million grant to a group of social service organizations spearheaded by the Alliance for Better Nonprofits (ABN) and United Way of Greater Knoxville was surely a revelation to most attendees.

Former ABN CEO and Knoxville Leadership Foundation President Chris Martin, who made the announcement, attributed much of the credit for the grant to what he and others there learned from Alex Miller, director of the consortium.

The reunion doubled as a surprise retirement party for Miller, Haslam's William B. Stokely Chair of Business, who, while remaining on the faculty at UT, is stepping down as Pro2Serve Director of the Consortium for Social Enterprise Effectiveness (CSEE). CSEE is his brainchild, and he has been its leader and motivating force.

STUDENTS OF SERVICE

At the reunion, Jimmy Buckner, another member of the consortium's first class and founder and executive director of the Scarecrow Foundation, said he learned how valuable collaboration is in the course. The foundation organizes

dozens of events annually to raise money for food pantries and other organizations that combat food scarcity in America. Because Scarecrow works with multiple organizations each year and its personnel serve solely on a volunteer basis, collaboration is essential to the foundation's mission. Buckner found CSEE so worthwhile that he has paid for other members of his team to attend the consortium.

"We believe in CSEE, and we value it," he said. "We are appreciative of and humbled to be part of it."

Current cohort member Tyler Boldin, CEO of Big Brothers Big Sisters of East Tennessee, has been so impressed with what he's gained from the course that he's referred six potential students.

"Tim and Alex both are willing to give you time outside of the course," Boldin said. "The mission of Big Brothers Big Sisters is focused on the power of mentorship, and that's absolutely what this course is."

CHANGING OF THE GUARD

"Tim" is Tim Munyon, who teaches in the consortium, as does David Gras. Both are faculty in management and entrepreneurship, and they will assume leadership of the consortium after Miller retires. The pair is ready to take the

ABOUT THE CONSORTIUM FOR SOCIAL ENTERPRISE EFFECTIVENESS

ESTABLISHED IN 2012 in Haslam’s Anderson Center for Entrepreneurship & Innovation, CSEE serves as an outreach to regional nonprofit leaders and aspiring leaders to teach business concepts and leadership skills. Classes cover nonprofit leadership, business acumen, and organizational strategy topics. The curriculum addresses problems most often holding nonprofits back, such as funding, metrics and performance, recruiting and retention, and building a high-performance culture. Since its inception, the consortium has trained more than 200 leaders from dozens of regional nonprofits, several of which send more attendees to later classes. The consortium is wholly funded by grants and donations.

For more information about the CSEE program, go to their website at HASLAM.UTK.EDU/CSEE.

CSEE



Left to right: Tim Munyon, Alex Miller, and David Gras. Munyon and Gras will assume leadership of the consortium.

next steps with the consortium.

“We are following Alex’s footsteps and trying to continually innovate and always be entrepreneurial like he teaches us,” Gras said.

Kitty Cornett, program manager for business development in graduate and executive education, has served as Miller’s aide-de-camp for the consortium.

“It’s been an honor to do this because I hear so many great things about the program, so I know we are making an impact,” she said. “We will all miss Alex in the program. It’s a privilege to work with talented and brilliant people at the university, but there is no one like Alex.”

Miller demurred from accolades, instead saying the program would be fine without him—until Cornett leaves—and praising his former students as the real heroes who are making a difference in their communities.

“I believe that so much that I’m writing a book,” Miller said. “The book will summarize my thinking on nonprofits, and I think it should be called ‘Look at all you taught me.’ It will be dedicated to my students: the best teachers I’ve ever had.” ● —Scott McNutt

RIPPLES OF INFLUENCE

MILLER CONCEIVED OF the Alliance for Better Nonprofits (ABN) as a nonprofit assistance organization separate from CSEE during the center’s first cohort. The idea resonated with Martin, a student in that inaugural class. With Miller as chief of business and Martin as CEO, they launched ABN in 2015. Both have since retired from the organization, but ABN, which merged with United Way in late 2021, has served hundreds of nonprofits and thousands of their personnel in its time.

Tiffani Mensch, who is now director of ABN and United Way’s chief capacity building officer, was project director for the grant planning process that won the \$25 million dollar grant, which will fund a nonprofit collaborative to serve Knoxville’s most vulnerable populations. Like Martin, Mensch is a CSEE alum, and, like Martin, she attributes this latest success to Miller’s influence.

“The work that we’ve been able to do is truly all because of Alex’s vision and the work that he put in with Chris Martin to get it all started,” Mensch said.

NEWLY ESTABLISHED ENDOWMENTS

JANUARY 1, 2022 - JUNE 1, 2022

Acree Family Faculty Endowment

Michael T. Crotty Graduate Business Scholarship Endowment

DHL Supply Chain Future Leaders Scholarship

Dodd Family Graduate Fellowship Endowment

Charles P. & Dorothy N. Duggan Award Endowment

Joe Palmer, Bennie Palmer Johnson & Bill Johnson Business Scholarship Endowment

Ryan Christian Knauss Memorial Endowment

Litfin Family Finance Faculty Award Endowment

Marvin W. & Jean P. Mills Memorial Business Scholarship Endowment

Rasnic Bray Business Scholarship Endowment

RSM US LLP MAcc Fellowship Endowment

Brian Stevens Analytics Student of the Year Endowment

Stephen & Nancy Underwood Accounting Scholarship Endowment

Home Federal Bank
Douglas A. & Brenda Horne
Eric Horton
Cornell C. & Frances B. Houston
Bob & Sharon Huetten
Humbolt Express
John F. Humphrey Metal Fabricators Inc.
Robert P. & Barbara H. Hunter Jr.
Edwin C. & Elizabeth C. Huster Sr.
Illinois Central Gulf Railroad
Elizabeth A. Ingalls
David A. & Deborah A. Ingram
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Mark & Beverly Johnson
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Dean & Laurie Jones
Mason & Emily Jones
Wilma Jordan
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Family & Friends of Allen H. Keally
William H. Keith
Reed & Cathey Keller
Joseph V. Kelly III
Kenco
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Jim Keras
Timothy F. & Janet W. Kercheval
Family & Friends of Jack Key
Family & Friends of R. Lyle Key
Ben & Beverly Kimbrough
Ben & Margaret Kimbrough Sr.
John Rutledge King
Martha W. King
Chris & Donna Kinney
William C. Kirkland
Knoxville Community Housing Resource Board Inc.
Michael A. & Pamela Koban Jr.
Paul & Tammy Koonce
Ralph Korpmann
Bill Kouns
Russell L. Lamb
James S. Lattimore Jr.
Brenda G. Lawson
Fred R. Lawson
Ronald P. & Ann K. Layne
Larry & Mary Jo Leahy
William E. & Pamela R. Lee
Benjamin W. & Rebecca C. Lester
Thomas S. Lewis Jr.
Michael K. Littlejohn
Michael A. Lobel
Howard H. Lunsden
Clifford F. Lynch
Richard & Patricia Mallicote
Stephen L. & Troba Mangum
J.P. & Gladys Maples
Raffi Markarian & Diane Walker
Ella Mae Marsh
Walter C. & Elizabeth K. Marshall
A. David & Sandra L. Martin
Whitney Johns Martin
Helmer & Elizabeth Martinson
Ralph Masengill Jr.
Cheryl Massingale
Lynn Massingale

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Ron Mauer
John M. McCall II
McCormick & Company Inc.
John & Johanna McCormick
S. Lloyd McCulloch
Wade McGregor
Jack B. McKamey
Janet McKinley
David E. & Nancy H. McKinney
G. Adam & Tabatha F. McClain
James C. McSpadden
George & Margaret Melton
J. Tom & Brenda Mentzer
Dan & Amy Miles
Alex Miller
Jack M. Miller III
Leanne Miller
Margie Miller
Timothy Miller
Virginia Sliger Milligan
Jack & Trish Mills
Patrick G. & Cristina Min
Les Mirts
Lynn Mirts
Anne Y. Modlin
Phillip W. Moffitt
Chad A. Moore
Fulton Beverly Moore Jr.
John R. Moore
Richard L. Moore Jr.
Roger M. Moore Sr.
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Tim & Susan Morris
Mortgage Bankers Association of Knoxville
Ray & Joan Myatt
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Terry L. & Robin A. Neal
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Nestle USA
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Gerald T. Niedert
Jerald A. and Kimberly M. Nine Jr. Family Foundation
Jon E. Nix
Sam & Cheryl Oakley
Joseph & Barbara O'Donnell
Linda N. Ogle
F. Perry Ozburn Jr.
John Wallace Page
Robert G. & Mary L. Parks Jr.
Kiran M. Patel
Robert M. & Nancy A. Patterson
Family & Friends of Edwin "Pete" Patton
Kenneth W. & Wanda N. Patton
Chip & Carolyn Pearson
J. Thomas & Suzanne Perry
Richard & Debbie Perry
Edward V. & Karen D. Pershing
David Peters
John Platillero
Joseph D. Porter
Norman H. Post
Greg & Kimberly Pounders
Nelson & Natalie Pratt
Patricia Pratt
Provident Life and Accident Insurance Company
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Will J. Pugh Jr.
Pugh CPAs
PYA
The Quaker Oats Company
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Howard W. Ray
W. Harold Read
Martha Butler Rector
William & Carole Reeves
Regal Foundation
Regions Bank
Reliance Water Heater Company
S. Herbert Rhea
Jon G. & Mintha E. Roach
Joe Robinette
Worrick G. Robinson IV
Martin L. & Carol Fri Robinson
Scott & Dianna Roe
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William T. & Gayle M. Rogers
Brad Roll
Gary & Donna Rose
Michael D. Rose
Brett W. Rousch
Charles S. Runnion Jr.
Joseph V. Russell
Ali Safavi
Kim Salmons
Sampson Enterprises
Robert E. & Anne Sandlin
J. Scott & Cara Sandlin
David & Jane Schumann
James Schwab
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Aileen Seilaz
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Eugene T. Seymour
Family & Friends of Jim R. Shelby
Jimmy R. & Billie M. Shelby
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Stewart G. & Ann T. Siewert
Toby C. & Betsy Silberman
Barrett & Betsy Simonis
Taylor & Jean Simonton
A. Dean & Ann H. Skadberg
Frederick S. Slagle
Eva DiAnne Smith
Greg & Lisa Smith
James F. Smith Jr.
Orville N. Smith
Randall E. Smith
Richard A. & Ann S. Smith
Thomas S. Smith
David M. Snapp
Aaron J. Snyder
Southern Company
David H. Stacey III
Stage Stores Inc.
Andrew H. & Emily B. Stallings
Doug Standifer
Jeanne P. Martinson Statham
David & Deborah Stevens
William B. Stokely III
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John A. Stout
Ron Suedekum

Joseph W. Sullivan III
 Michael & Rebecca Sutton
 R. Andrew Taylor
 Sharon M. Taylor
 Tennessee Executive Development
 Program Alumni
 Tetra Recycling
 Third National Bank
 Arthur A. & Hasseline E. Thompson
 Karen Trent
 Mary Trotter
 Truist
 Norman D. Turgeon
 Rick & Toni Turner
 William L. Vallett Jr.
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 Bill & Jo-Ann Vandergriff
 The Family of Roland C. Van Dorselaer
 Frank & Jane Venable II
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 Tennessee
 Jack Willis
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 Edward E. & Anne A. Wilson
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 Ronald H. Wolf
 H. Pat Wood
 Neville J. Woods
 Chris & Melissa Wyatt
 Elise Roby Yanders

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

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 Harold A. Black
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 Charles W. Brinkley Jr.
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 Betty J. Brown
 Debra L. Brown
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 David R. Thomas
 B. Ray Thompson
 J. Neal & Cathy Townsend
 Walter F. & Patricia Trent
 Jerry V. & Kendra Tune
 Thomas M. & Traci A.
 Van Dorselaer
 Dwight H. & Shelia Van Inwegan
 William H. & Jo-Ann Vandergriff
 James H. & Connie P. Valalides
 Mark L. & Lynn A. Venrick
 Charlie A. & Nancy G. Wagner III
 James W. & Candy P. Wansley
 James C. & Corinne Ward III
 Paul A. Warren
 William Way
 Charles R. West
 Alan R. Whitman
 Kay & Bill Whitman
 Jan R. & Elaine Williams
 Rod A. & Karen C. Williams
 Kenneth L. & Shari Wills
 J. Michael & Nadine C. Woodall
 Joseph M. & Karen S. Young
 Lynn & Liz Youngs
 Morgan M. & Kathryn Zook



THE 1914 SOCIETY

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

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 May 1, 2022.

'70s



Mike St. Charles (HCB, '78, MBA/JD, '81) and his wife, Judy, received the 2021 Tocqueville Society Philanthropy Award and were honored as Philanthropist of the Year by United Way of Greater Chattanooga.



Tennessee Gov. Bill Lee nominated **David Watson** (HCB, '73), co-founder and co-owner of Mountain View Auto Group in Chattanooga, to the UT board of directors.



Rhea Ann Weaver (HCB, '77) joined Pinnacle Financial Partners' Chattanooga team as a trust and wealth advisor.

'80s

Steve Davis (HCB, '80), whose Wheaton, Illinois-based Tuskegee NEXT program teaches at-risk youth to fly, held a Tuskegee NEXT Aviation Day in Davis' hometown of Knoxville in May. He plans to open a new branch of the program in Knoxville soon.



In an essay at *The CPA Journal*, **Michael Dugan** (MAcc, '81, MBA, '82), Peter S. Knox III Distinguished Chair of Accounting in the Hull College of Business at Augusta University, reflected on his 40-year career as an accounting educator.



BankTennessee board of directors elected **Brad Houser** (HCB, '86) to lead the Middle Tennessee market as executive president.



In her new book, *Five Attributes to a Successful Career*, **Carla Mashinski** (HCB, '84) offers practical

advice drawn from her 35-year career journey.

Greg Smith (HCB, '85), who invested a naming gift for the Greg and Lisa Smith Global Leadership Scholars (GLS) program in 2016, served as the Haslam undergraduate programs commencement speaker this May.



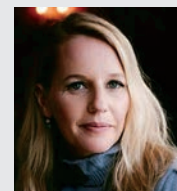
John J. Waskom (MBA, '83) was honored with the Florida Bar President's 2022 Pro Bono Service Award for the 12th Judicial Circuit.

'90s



Johanna Baum (HCB, '97, MAcc, '98), Haslam AIM advisory board member and CEO of Strategic Security Solutions Consulting, was the

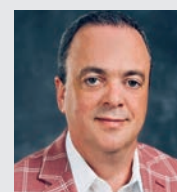
speaker at the Haslam 2022 spring graduate programs commencement ceremony. IDG Connect also interviewed Baum earlier in the year for C-suite career advice.



Mary Celeste Beall (HCB, '99, MAcc, '00), proprietor of Blackberry Farm, was the speaker at Maryville College's 2022 commencement.



Chad Deutsch (HBC, '96) is now the general manager of Toyota North America's New York region.



Mark Hamm (MBA, '98) is now executive chairman



of Centerline Healthcare Partners, a Petra Capital Portfolio company.



Christian S. Rodich (HCB, '97, MAcc, '98) joined Envirotech Vehicles as CFO.

Lassen Peak hired **Brian Shockley** (MBA, '97) as its chief marketing officer.



Regent Surgical Health chose **Katie (Boswell) Turner** (HCB, '97, MAcc, '99) as its new CFO.



Former Tennessee Deputy Governor **Lang Wiseman** (HCB, '93) joined Memphis law firm Baker Donelson as a shareholder in the advocacy department.



Jill Norton Woodruff (HCB, '92) is the new director of annual giving and alumni relations at Cleveland State Community College.

'00s



Josh Andrews (HCB, '06), owner and president of Finish Point, was named to the *Knoxville News Sentinel's* 40 Under 40 list.



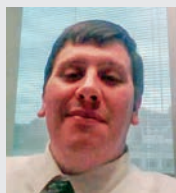
Jeff Babione (ADMBA, '08) joined Sierra Space as chief operating officer.



The UT, Knoxville Alumni Association's 2022 Volunteer 40 Under 40 class included **Dominique Banks** (HCB, '08), CEO of the Dominici Collective.



Liam A. Briones (PEMBA, '02), a sleep medicine specialist based in Yuma, Arizona, was profiled by *Pro News Report*.



Eclipse Bank, Inc., hired **Richard Camp** (HCB, '02) as senior vice president and senior commercial relationship manager.



Miranda Carr (HCB, '07), chief investment officer for The Trust Company of Tennessee, was named to the 2022 class of American Bankers Association 40 Under 40 in Wealth Management.



Travis Flenniken (MBA, '01) rejoined Chattanooga's HHM Certified Public Accountants as senior manager in the Management Advisory Services Department.



Jared Hill (PROMBA, '08) served as interim president and COO with Ionogen from June 2021 to May 2022 on behalf of the board of directors.



Rich Hohenbrink (HCB, '06) joined CapTech Consulting's Denver office as a manager.



Envision Healthcare hired **Charles McRae** (MBA, '02) as service line executive for its Anesthesia Service Line.



Rachel Ralston Mancl (MBA, '04) is the new bankruptcy judge for the Eastern District of Tennessee.



Spencer Mercer (HCB, '07, MAcc, '09) is the newest member at KraftCPAs PLLC in Nashville.



Solas BioVentures hired **Jarrett Millsaps** (MBA, '02) as a managing director in Chattanooga.



Brittany Mitchell (HCB, '08), sales enablement lead for LiveRamp, was selected for the 2022 Volunteer 40 Under 40 class.



Jordan Mollenhour (HCB, '05), co-CEO of Mollenhour Gross LLC, was appointed to the State Board of Education by Gov. Bill Lee.



Devarish

John Tester (HCB, '03), senior vice president, chief accounting officer, and treasurer at Acuity Brands, was appointed to the board of the Center for Puppetry Arts in Atlanta.



Jermaine Watson (MBA, '03) became a partner at Cantey Hanger in Fort Worth, Texas.



Carpenter Law PLLC, was among those honored in the 2022 Volunteer 40 Under 40 class.

and commercial middle market relationship manager at Fifth Third Bank in Nashville.



ShipHawk hired **Chris Rossini** (HCB, '01) as VP of sales.

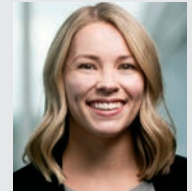


Ross Ungerleider (PEMBA, '06), director of the Institute for Integrated Life Skills LLC, co-authored a new book, *Discovering Your Mindful Heart: An Explorer's Guide*.



Western Michigan University's Haworth College of Business named **Marcel Zondag** (ADMBA, '06, PhD, '12) director of its integrated supply management program.

Greg Curtin (HCB, '10) is in Ukraine setting up a logistics and dispatch network to provide supplies and care for millions of refugees.



Bradley Arant Boult Cummings LLP hired **Sophie Lange** (HCB, '18) as an attorney in its corporate and securities practice group.



Pro News Report profiled **Ramesh P. Talreja** (PEMBA, '06), an anesthesiologist with TeamHealth Anesthesia in Tampa Bay.



Arthur (Von) vonWerssowetz (MBA, '09) accepted a job consulting with EY in Ireland.

'10s

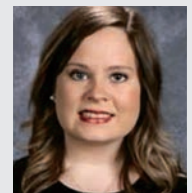
At 16, **Jane Bunrersnganoh** (HCB, '17) came to the US from Thailand as a foreign-exchange student, speaking minimal English. She graduated from Haslam with honors in business analytics. She is now applying her business analytics skills to product development and competitor analysis to produce Jane's, a natural herbal hormonal supplement for controlling estrogen imbalances.

Erik Figueiredo, who did his post-doc work as part of the exchange program Haslam holds with the Federal University of Paraiba, was appointed president of Brazil's government research organization, the Institute of Applied Economic Research.



Knox TN Today

Phillip Hopper (HCB, '12) is now executive vice president of real estate at Powell Auction & Realty LLC, leading the company's work in commercial and residential properties and land.



Ellen Lipe (MAcc, '12), CFO for Greenville City Schools, was elected president of TASBO (Tennessee Association of School Business Officials).



Corbin Carpenter (HCB, '12), owner and managing member of



Tyler Hunsucker (HCB, '14) was brought on as VP



Charissa McNatt (HCB, '17), sourcing category manager with FedEx, was included in the Volunteer 40 Under 40 class of 2022.



Cole Massey (ProMBA, '19) is now operations manager for Home Development, Inc.



Andrew Wilmoth (HCB, '17) is helping brokerage firm CBRE open a new office in Knoxville.



Diversified Trust promoted **Marta Parker** (HCB, '12) to senior vice president in its Nashville office.



Nick Wilson (HCB, '11), vice president and senior portfolio manager at First Horizon Bank, was included in the latest *Knoxville News Sentinel* 40 Under 40 list.



Michael R. Reynolds (MBA, '13), digital marketing advisor for FedEx Services, was listed in the Volunteer 40 Under 40 class of 2022.



Lia Winter (MBA, '19), CEO and co-founder of Winter Innovations, was named to the 2022 Volunteer 40 Under 40 class.



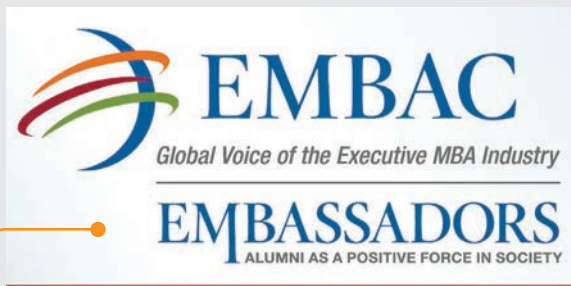
A. Gardner Rudolph (HCB, '17) joined LPL Financial LLC in Memphis.



The Trust Company of Tennessee hired **Laura Beeler** (HCB, '21) as a client specialist, based in the firm's Knoxville office.

William W. Spencer III (HCB, '18, MBA, '19) joined the SHRM Emerging Professionals Advisory Council.

Neal Eash (EMBA-SL, '21), a UT soil scientist, is using



his EMBA program experience to start a business focused on regenerating the soils in sub-Saharan Africa.



The Christman Company promoted **Marty Gibb** (EMBA-SL, '21) to senior vice president and general manager.



Savannah Hall (HCB, '21), who was honored as a torchbearer during her December graduation, is working as a communications specialist in UT's Howard H. Baker Jr. Center for Public Policy and plans to attend law school in the fall.



Eric Anthony Johnson (EMBA-SL, '21) is the new president and CEO of Aeon, an affordable housing nonprofit. His organizational action project (OAP) at Haslam involved innovative ways of funding affordable housing in urban areas.



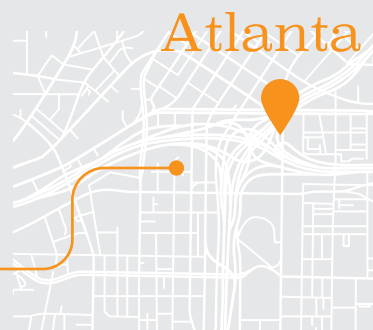
Michelle Nichols (PEMBA, '21) used her OAP to develop a marketing plan for a new health-care center in the heart of Atlanta's historic West End district.



Hancen Sale (HCB, '20), governmental affairs and policy director at Knoxville Area Association of REALTORS®, was selected for the latest *Knoxville News Sentinel* 40 Under 40 list.



Che Solla (PEMBA, '21), an anesthesiologist and assistant professor at the University of Tennessee Medical Center, was nominated to the 2022 Volunteer 40 Under 40 class.



Mike Schwartz, the incoming men's basketball head coach at East Carolina University and former assistant head coach to UT men's basketball head coach Rick Barnes, hired **Jesse Higdon** (MSBA, '22) as director of operations for East Carolina's program, placing her in a select group of women in such a role.



MICHAEL CHAN & ANDREW ROBERTS

Helping Employers and Veterans Speak the Same Language

Joining the U.S. military is the textbook definition of commitment. Service members develop discipline, organizational skills, and leadership abilities that serve them throughout their lives. And yet, some 80 percent of them leave their first post-military job within two years.

U.S. Air Force Lt. Col. Michael Chan (EMBA-SL, '21) knew lifetime service members often struggled with transitioning to civilian life, so after joining the Executive MBA – Strategic Leadership (EMBA-SL) program at the University of Tennessee, Knoxville's Haslam College of Business in 2021, Chan and classmate Andrew Roberts (EMBA-SL, '21), a recently retired U.S. Marines major, teamed up on a joint Organizational Action Project (OAP).

Their goal? Bridge the gap between what traditional veteran service organizations (VSOs) provide and what potential employers need. Veterans to Volunteers, an idea to tackle the problem of veteran attrition in civilian jobs, was off and running.

IDENTIFYING THE SKILLS GAP

The first roadblock veterans hit when trying to find a job is their lack of hard skills. They often can't even get an interview, as Chan learned after retiring in November 2021. "I heard a lot of 'noes,'" he says. "I have 30 years of military experience, leading people and managing cross-functional teams, but my identity was military, not private sector."

The problem, says Roberts, is even more glaring for those whose jobs are the most military-specific. "Infantrymen and artillerymen don't translate at all to the corporate world, whether blue collar or white collar," Roberts says. "Employers think, 'Well, you know how to blow stuff up, but what can you do for me?'"

Companies insist they want to hire veterans for the traits military service cultivates. Many businesses list themselves with the U.S. Department of Labor as "veteran friendly" to attract former service members, but the effort often ends in failure to hire or quick turnover.

Chan and Roberts recognized the chasm between military and civilian cultures. Veterans' indelible sense of identification with their military service can make it hard to find purpose and meaning in civilian jobs. Most employers don't know how best to help them.



PADDLING IN BOTH DIRECTIONS

To bridge this disconnect, the duo worked both sides of the employer-employee equation. A sharp language divide exists between veterans and the business world. Veterans express their abilities and desires in an insider lingo that the military understands, but which the corporate world doesn't. Chan is designing a training module to help human resources teams decipher military-speak and spot the soft skills hidden between the lines. He and Roberts also plan to teach veterans to break down even the most military-specific roles into their component abilities to strengthen their resumes and help them land interviews.

For example, service members with experience in infantry and artillery might highlight their ability to withstand stress in a high-pressure environment, their capacity to either lead or follow depending on what the objective requires and their ease in handling group dynamics—emphasizing conflict resolution, collaboration and effective communication.

Chan and Roberts now work as strategy and business consultants, but they received so much positive feedback on Veterans to Volunteers that they're taking the next steps toward launching as a certified nonprofit.

"Especially because Andy and I are fresh off our transition to civilian life, this is our passion, this is our core," Chan says. "This is our 'why.'" ● —Scott McNutt

Your gifts are transformational.



I graduated from a small high school in rural West Tennessee. I was my class valedictorian and was involved in various organizations. Although other graduates at my school decided to attend small local colleges, I was convinced that attending a larger university would give me the opportunities and resources I needed to pursue a career. It is for this reason that I chose to attend the Haslam College of Business at UT. If it were not for donors like you, I would not be able to attend UT. Being a Volunteer these last two years has been the time of my life, and it has made me a more prepared and well-rounded individual.”

Supporting the College Fund supports students like Andrew.

giving.utk.edu/haslamfund



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We congratulate The University of Tennessee baseball team on an exceptional, inspiring season. Special recognition goes out to our very own Haslam College of Business student-athletes. **Go Big Orange!**

Congratulations

SEC Champions



Evan Russell FINANCE

Luc Lipcius MBA

Cortland Lawson SUPPLY CHAIN MANAGEMENT

Ryan Miller MANAGEMENT

Charlie Taylor MANAGEMENT

Ethan Payne MANAGEMENT

Drew Beam MANAGEMENT

Mark McLaughlin SUPPLY CHAIN MANAGEMENT

Kirby Connell PUBLIC ADMINISTRATION

Ben Joyce FINANCE