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

CHRISTI BRANSCOM
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INSIDE
A Haslam Education Inspires Transformational Growth
Haslam Hosts its 13th Annual Alumni Awards Gala

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- Online MBA

Learn From Anywhere
- MS Management and Human Resources

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- Professional MBA

In-Person and Online
- Executive MBA (Global Supply Chain, Healthcare Leadership, Strategic Leadership)
- Aerospace & Defense MBA
- Physician Executive MBA

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In Knoxville
- Full-Time MBA (Haslam MBA)
- Master of Accountancy
- MS Business Analytics
- MS Marketing
- MS Supply Chain Management
- Tri-Continent (enrolling for Fall 2024)

haslam.utk.edu/programs/graduate
<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Department News</strong></td>
</tr>
<tr>
<td><strong>Thought Leadership</strong></td>
</tr>
<tr>
<td>2 Haslam College of Business faculty are cited and featured by global news sources</td>
</tr>
<tr>
<td><strong>People</strong></td>
</tr>
<tr>
<td>4 Staff Spotlight: Clarence Vaughn</td>
</tr>
<tr>
<td>10 Haslam College of Business welcomes 30 new faculty</td>
</tr>
<tr>
<td>12 Haslam’s continued growth means plans for additional facilities</td>
</tr>
<tr>
<td><strong>Research</strong></td>
</tr>
<tr>
<td>14 Home Ownership and the Racial Wealth Gap</td>
</tr>
<tr>
<td><strong>Student News</strong></td>
</tr>
<tr>
<td><strong>People</strong></td>
</tr>
<tr>
<td>26 Student Profile: Windham Taylor’s adventure of a lifetime</td>
</tr>
<tr>
<td>29 Student Profile: Eugene Naughton drives Dollywood forward</td>
</tr>
<tr>
<td><strong>Advancement Report</strong></td>
</tr>
<tr>
<td><strong>Numbers</strong></td>
</tr>
<tr>
<td>31 Sources of Funds</td>
</tr>
<tr>
<td><strong>Philanthropy</strong></td>
</tr>
<tr>
<td>32 Leader in Philanthropy: Michael Coggin</td>
</tr>
<tr>
<td>34 Development and Giving Report</td>
</tr>
<tr>
<td>36 Newly Established Endowments</td>
</tr>
<tr>
<td><strong>Alumni News</strong></td>
</tr>
<tr>
<td><strong>People</strong></td>
</tr>
<tr>
<td>44 Alumni Update</td>
</tr>
<tr>
<td>48 ‘Top Gun’ in Real Life: Meet the Vol Who Trained Tom Cruise in Fighter Jets</td>
</tr>
<tr>
<td><strong>Alumni Gala:</strong> Haslam College of Business Celebrates its 13th Annual Alumni Award Gala</td>
</tr>
<tr>
<td><strong>Fully Engaged:</strong> The Role of Diversity &amp; Inclusion at Haslam College of Business</td>
</tr>
</tbody>
</table>
IN THE NEWS // THOUGHT LEADERSHIP

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Salon
December 8, 2022

“While it is an unpopular strategy, it helps when retailers place purchase quantity limits on consumers at the store shelf. In the longer term, state and federal governments can choose to get involved, if they wish, by providing purchase commitments to manufacturers and distributors that would encourage suppliers to make the big investments required to up their capacity.”

Tom Goldsby, professor and Dee and Jimmy Haslam Chair in Logistics, on strategies to address children’s medicine shortages.

The Tennessean
June 19, 2022

“Demand for industrial CO2 continues to increase, causing producers to seek better ways of recapturing and recycling the gas. But smaller entities, in particular the growing number of craft brewers, can’t easily afford the technology and equipment needed to do that. Supplies of CO2 will continue to be tight over the next two to three years, and manufacturers should consider diversifying their sourcing to keep pace with demand.”

John Bell, head of the Department of Supply Chain Management, Daniel & Karen Myers Faculty Scholar, Nancy and David McKinney Faculty Fellow, director of Supply Chain Management PhD Program, and Gerald T. Niedert Professor in Supply Chain Management, on an unanticipated shortage of CO2.

Market Screener
December 21, 2022

“You find an executive responsible for the end-to-end returns process. And then a company needs to measure both customer satisfaction and the detailed cost of returns.”

Thomas Goldsby, professor and Dee and Jimmy Haslam Chair in Logistics and co-faculty director, Global Supply Chain Institute, and Alan Amling, distinguished fellow, Global Supply Chain Institute, on how businesses can begin to solve the $761 annual million problem of retail purchase returns.

The CLS Blue Sky Blog
November 17, 2022

“The US economy appears headed into a recession, but the economic downturn is likely to be shorter than most recessions and be less severe in Tennessee. The downturn will be relatively mild and shorter than the typical recession. Tennessee’s diverse and growing economy going into the recession should cushion the impact of the national recession.”

Edward Taylor, research associate, Boyd Center for Business and Economic Research, on state and national economic prospects.

The Hill
June 17, 2022

“There’s no excuse for demand variability, and yet there are shortages. There has been a significant increase in the demand for these feminine care products in the last several months.”

Wendy Tate, McCormick Professor in Logistics and and Myatt Faculty Fellow, on the summer 2022 tampon shortage.

The CLS Blue Sky Blog
November 9, 2022

“The first step in solving the problem is to appoint an executive responsible for the end-to-end returns process. And then a company needs to measure both customer satisfaction and the detailed cost of returns.”

Thomas Goldsby, professor and Dee and Jimmy Haslam Chair in Logistics and co-faculty director, Global Supply Chain Institute, and Alan Amling, distinguished fellow, Global Supply Chain Institute, on how businesses can begin to solve the $761 annual million problem of retail purchase returns.

“Businesses need to alter their supply chain designs and operations to navigate around the problem and mitigate their risks. This could involve reducing their dependence on distribution points that are viewed as particularly vulnerable. For coastal ports, dockside operations do not perform very well underwater, and shipping organizations should diversify the portfolio of ports of call and encourage the development of more ports to handle larger ships and larger volumes of freight.”

Tom Goldsby, professor and Dee and Jimmy Haslam Chair in Logistics, on how businesses can address climate change disruptions.

“The country’s aging and the population is not renewing itself in ways it has in the past, and we’ve largely shut down our immigration system. The labor shortage we’re experiencing doesn’t have any obvious solution other than a recession.”

Edward Taylor, research associate, Boyd Center for Business and Economic Research, on state and national economic prospects.

The Tennessean
June 19, 2022

“Our findings suggest that director-specific attributes are important drivers of value, are related to good decision-making, and should be considered when establishing and assessing policy.”

Dipesh Bhattachari, Matthew Serfling, Clayton Homes Chair of Excellence in Finance and Myatt Faculty Fellow, and Tracie Woldtke, Sharp/Home Federal Bank of TN Professor in Banking and Finance, of the finance department, on how much individual directors matter on a board of directors.

Harvard Business Review
November 4, 2022

“The first step in solving the problem is to appoint an executive responsible for the end-to-end returns process. And then a company needs to measure both customer satisfaction and the detailed cost of returns.”

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“Businesses need to alter their supply chain designs and operations to navigate around the problem and mitigate their risks. This could involve reducing their dependence on distribution points that are viewed as particularly vulnerable. For coastal ports, dockside operations do not perform very well underwater, and shipping organizations should diversify the portfolio of ports of call and encourage the development of more ports to handle larger ships and larger volumes of freight.”

Tom Goldsby, professor and Dee and Jimmy Haslam Chair in Logistics, on how businesses can address climate change disruptions.

“Remember that credit cards are a package of several costs and benefits. The biggest is the convenience of making payments, but the fee structure and incentives can be important. Cards that have no late fees sound good, but if a cardholder usually pays on time, then he or she might prefer a card with bigger discounts...The important thing is to pick a card that matches your spending and paying patterns.”

Ramon DeGennaro, professor emeritus of Banking and Finance, on the pros and cons of a credit card advertising “no late fees ever.”
Serving others, whether through public roles or as private citizens, lies at the heart of what it means to be a Volunteer. At the Haslam College of Business, we seek to develop and exhibit an active service orientation, and through service, the satisfying and sometimes difficult work of creating and sustaining community.

Sustaining community requires more than the occasional day of service or even a monthly commitment. It’s about doing the work every day to make others—and in so doing, ourselves—feel welcome and seen. A sense of belonging is integral to the health and welfare of our students, our faculty, our staff, our alumni, and the greater communities to which we all belong. Such communities do not happen by nature or by chance. They are created by the dedicated labors of the community members themselves. Such communities do not arise through the actions of the few, but through the commitments of the many. Leaders model and encourage such commitments.

For this issue’s cover subject, Christi Branscom (HCB, ’87), leaving a successful career in real estate development to go into public service with the city of Knoxville and later to a larger role in state government, made sense. “You get infected by it,” she says. “You can make a direct, positive impact in your own community.”

Developing community also entails actively listening to those around us to understand concerns, to view the world through a variety of lenses, and to walk in the shoes of others to broaden and enrich our individual and collective perspectives. With that in mind, Haslam recently hosted its first diversity summit, “Bridging Cultural Gaps.” The event drew students, faculty, and staff together to discuss and share how best to engage across various cultural and societal norms to more fully appreciate, understand, and find collective strength in differences.

The college’s Office of Diversity and Community Relations planned and executed the summit, providing a wonderful foundation upon which we hope to further build. As ODCR Director Clarence Vaughn notes, “Ultimately, we want to make sure we’re not isolating any groups from participating and feeling that they belong.” To the extent that any one group is isolated, our college community lacks the collective strength of which we are capable.

Also in this issue of Haslam Magazine, you will be reminded that we are moving forward with plans to create more physical space for our community to learn and gather as the college continues to expand and thrive. In approximately four years, an additional business building will open across Volunteer Boulevard from the Haslam Business Building and Stokely Management Center. The new state-of-the-art facility (haslam.utk.edu/future) will help Haslam continue to serve its ever-growing community through new classrooms, research centers and labs, graduate and executive education spaces, gathering places, offices, and dining options.

We are proud to have you, our alumni, donors, and friends, as part of the Haslam College of Business family and welcome your feedback on how we may continue to support and engage with you.

In gratitude,

Stephen L. Mangum
DEAN AND STOKELY FOUNDATION LEADERSHIP CHAIR
HASLAM COLLEGE OF BUSINESS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE
Community made a tremendous difference in Clarence Vaughn’s life. As director of the Office of Diversity and Community Relations at the Haslam College of Business, he wants to pass on that blessing to others. Starting off on a rocky path, he was expelled from high school but with a supportive community of family and friends around him, he enrolled in junior college. After transferring to Florida A&M, he ultimately graduated with honors. “My story shows that the decisions you make are important, but the community you build around you is also very important,” Vaughn says. “I was fortunate to have family and friends around me who wanted me to be successful.”

After completing his undergraduate degree in business management, Vaughn and his wife, Syreeta, moved to East Tennessee where she attended graduate school at the University of Tennessee, Knoxville. Vaughn started a job at a rental car company, working his way up to a managerial position. A few years later, a friend who worked in a bank encouraged him to apply. Vaughn became a senior credit manager at Wells Fargo, where he fell in love with banking. He then pursued an executive MBA in organizational management from Syracuse University.

Continuing his banking career at SunTrust and US Bank, he managed the Bearden office in Knoxville and became the diversity and inclusion manager for the region. That’s where he found the nexus of his love of community and service to others. “I realized this type of work taps into my skill set and passions.”

In 2016, Vaughn accepted an opportunity to work for the City of Knoxville under Mayor Madeline Rogero as executive director of the police advisory and review committee. The committee’s job was to investigate incidents between officers and civilians when the civilian had filed a complaint. The role was a big switch from his previous banking career and included training on law enforcement, criminal justice, and the judicial process. During his four years at the City of Knoxville, Vaughn also worked to build community programs that support and mentor young people.

Joining Haslam in 2020, Vaughn brought myriad skills to his new role. “My experience serving in the community makes me passionate about bridging cultural gaps between people on campus, and between the college and the surrounding region,” he says. “I enjoy finding ways to encourage faculty, staff, and students to get involved in the community.”

Vaughn appreciates the broad reach of his role at Haslam, but says helping students is the most fulfilling aspect. “I love getting to be involved in planting seeds early through our summer programs such as Business Education for Talented Students (BETS). Some of those students will be the first in their families to go to college, and we get the chance to engage with them on campus and encourage them. That’s extremely rewarding.”
On October 18, the AIM department hosted a recruiting and informational meeting where 124 first-year students interacted with faculty to learn what it is like to be an accounting major at Haslam. Students received a major-themed T-shirt for attending and had the chance to win other Haslam swag.

Ashley King co-authored an analytical auditing case in Alteryx with Allen Blay, PhD, from Florida State. The case, “Urgent Medical Device, Inc. 2023: A Teaching Case Designed to Integrate Alteryx in the Financial Statement Auditing Classroom,” is published on the KPMG University Connection website. The authors presented the case at the AAA Intensive Data Analytics Conference in Orlando, Florida, in June 2022. King presented the case at KPMG’s Master of Accounting with Data and Analytics (MADA) training conference. The authors have also presented on calls with instructors who are now using the case nationwide.

Faculty from the department hosted the 7th annual Tennessee Alumni Research Symposium (TARS). The symposium is a chance to collaborate and provide meaningful commentary on research being conducted on a wide variety of topics by alumni around the country.

Students, faculty, alumni, and friends gathered in the plaza outside the Haslam Business Building for the 46th annual Warren Slagle Accounting Day tailgate prior to the UT vs. Florida football game on September 24. The event included fresh barbeque and live music.

TNSDC is housed within the Boyd Center.

The Department of Accounting and Information Management hosted AIM Field Day on August 27. Students majoring in or interested in learning more about AIM joined faculty, staff, and alumni for a day of fun in the sun, friendly competition, and tournament-style games.

Lauren Cunningham, along with researchers from Virginia Tech’s Pamplin College of Business and the Center for Audit Quality (CAQ), produced “Audit Committee: The Kitchen Sink of the Board.” Published in conjunction with the ninth annual Audit Committee Transparency Barometer from the CAQ and Audit Analytics—an Ideagen solution, the report offers leading practices for audit committees, including how boards can effectively allocate oversight responsibilities to the audit committee, how audit committee members can keep up with an ever-evolving workload, and how audit committees can improve their disclosures related to their oversight responsibilities.

Establish your brand.
Know. Like. Trust.

The Neel Corporate Governance Center’s fall 2022 Distinguished Speakers Series kicked off with a presentation from EY partner Megan Turner (HCB, ’05, ’07). She shared her “Big Orange Print” to help students find their best possible journey while in school and during their professional careers.

BOYD CENTER AND BUSINESS AND ECONOMIC RESEARCH

Don Bruce became the new director of the Boyd Center for Business and Economic Research following Bill Fox’s retirement in July.

Senior research associate Emily Pratt re-joined the center in May after spending three years away to pursue a PhD in Ireland.


Celeste Carruthers, Larry Kessler, former center director Bill Fox, and former center associate director Matt Murray published their paper, “Tax Compliance in the Amazon” in the National Tax Journal.

Matt Harris organized this year’s Annual Health Econometrics Workshop at Emory University. AHEW provides a forum for health econometricians in the United States and Canada to discuss the use of econometric and other quantitative methods to address issues in health economics and policy, health services research, and outcomes research.

Tennessee State Data Center Director Tim Kuhn was elected to the Steering Committee of the Federal State Cooperative for Population Estimates and is serving a two-year term that began in September. FSCPE was formed to promote cooperation between the states and Census Bureau in the preparation of the nation’s population estimates. The seven-member committee helps determine priorities and coordinate activities of the group. TNSDC is housed within the Boyd Center.


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Randy V. Bradley co-authored an article for Healthcare Purchasing News, which weighs value-based procurement from the perspective of a supplier and vendor. Bradley also participated in a consortium of supply chain management and information systems faculty from universities in Africa, Europe, and the US to advance entrepreneurship in healthcare by collaborating with governments, NGOs, and industry.

Wendy Tate is now the McCormick Endowed Professor of Supply Chain Management. Also, The Hill spoke to Tate to find out what role supply chain issues played in the shortage of feminine care products earlier in the year.

DC Velocity named Shay Scott a 2022 DC Velocity Rainmaker, which recognizes professionals whose achievements in the business world set them apart from the crowd.

The Transportation Research Board (TRB) Executive Committee selected Yemisi “Yem” Bolumale as a member of its Committee on Impacts of Alternative Compensation Methods on Commercial Motor Vehicle Driver Retention and Safety Performance. Her first meeting with the committee was in November.

Kate Vitasek wrote “Vested Interest: When My Partner’s Success Is My Success” for World Financial Review.

Alan Amling collaborated with Tom Goldsby on a paper about the last mile of consumer goods delivery, which they presented during a Fall Supply Chain Forum session, “Mapping the Landscape of Last-Mile Delivery and E-Commerce.” Amling also addressed the challenges and adjustments businesses are making to their last-mile delivery systems on the GSCI blog and spoke on the same topic on the Tennessee on Supply Chain Management podcast.

Goldsby was a go-to source of expertise for media outlets like Salon, Retail TouchPoints, AutoNews Now, USA Today, the International Business Times, CBC and others on a range of supply chain topics, including the possible upside of a recession for supply chains, crowdshipping for international packages, retailers right sizing their inventories, and the rising cost of automobiles and Thanksgiving turkeys.
Haslam’s AACSB accreditation in both business and accounting was extended. For more than a century, AACSB accreditation has been synonymous with the highest standards in business education.

Supply Chain Forum
The Global Supply Chain Institute (GSCI) celebrated its 25th Supply Chain Forum with a marquee gathering of nearly 80 GSCI partners, including Amazon, Bayer, P&G, Johnson and Johnson, South Carolina Ports Authority, and Lowes for networking, learning, and recruitment.

Social and Environmentally Sustainable Supply Chain Management Course
Last year, Andrea Sordi taught the college’s first Social and Environmentally Sustainable Supply Chain Management course. A year later, enrollment has grown threefold, and students are benefitting from using The Triple Connection, the innovative web-based simulation game that Sordi developed with Inchainge. Sordi also discussed the importance of sustainability and diversity in supply chain on the GSCI blog.

Chris Craighead is the inaugural FedEx Chair of Supply Chain Management. Craighead also co-authored an article for Entrepreneur and Innovation Exchange on how companies can reinvent themselves post-COVID.

BAS 479 Capstone Course
Launched in Spring 2022, the center is now guiding all undergraduate business analytics majors through the capstone BAS 479 course. Each team of students in the capstone is assigned an expert coach from the JTV Center, who provides guidance and feedback on the communication of analytical insights. In addition, all written capstone assignments receive comments and suggestions from a professional writing coach.

Robin Anderson received the 2022 Excellence in Advising Award from the Office of the Chancellor and the Teaching Council of the Faculty Senate.
Matthew Serfling was appointed associate editor at Financial Management and was named the Clayton Homes Chair of Excellence in Finance. “Financial Disclosure Transparency and Employee Wages” by John Bai, Matthew Serfling, and Sarah Shaikh was accepted at The Financial Review.

Professor emeritus Harold Black was honored at the Dr. Harold A. Black Academic Conference at The Read House in Chattanooga in September. “Director-Specific Quality: Does it Matter?” by PhD student Dipesh Bhattarai, Matthew Serfling, and Tracie Woidtke was presented at the Southern Finance Association Meeting and the Financial Management Association Meeting.

“Proxy Exempt Solicitation Campaigns” by Dipesh Bhattarai, Brian Blank, Tingting Liu, Kathryn Schumann-Foster, and Tracie Woidtke was presented at the Financial Management Association Meeting in Atlanta and at the Securities and Exchange Commission.

“No Such Thing as a Free Trade? Retail Execution Costs, Zero Commissions, and Payment for Order Flow” by PhD student Samuel Adams and Eric Kelley was presented at the Financial Management Association Meeting in Atlanta.

Eric Kelley was promoted to professor. “Do Investors Save When Market Makers Pay? Retail Execution Costs Under Payment for Order Flow Models” by PhD students Samuel Adams and Connor Kasten, and Eric Kelley was a semifinalist for the Financial Management Association’s best paper award in market microstructure.

“The Effects of Internal and External Governance on Bank Risk: Global Evidence,” by Samuel Adams, Larry Fauver, Lauren Milbach, and Alvaro Taboada was presented at the Financial Management Association Meeting in Atlanta and the University of Vaasa Banking Research Workshop.

“The Information in Hedge Fund Option Holdings” by Amber Anand, Jian Hua, and Andy Puckett was accepted by Management Science.

“Proof That a Simple Positive Approach Can Reduce Student Cheating” by Richard Fendler, Jonathan Godbey, and Michael Yates was published in Journal of Instructional Pedagogies.

Phillip Daves had a publication in the American Journal of Neuroradiology.

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Craig Ruff was elected to the board of directors for the East Tennessee CFA Society, and his article with Richard Fendler, “Advising Sleep Deprived Students to Take Online Classes,” was accepted at the Online Learning Journal.

Ramon DeGennaro retired and was awarded the title of professor emeritus.

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“Riding the wave: How and when issue salience impacts CSR brand advertising,” a paper by Tyler Milfeld (PhD, ’22), Daniel J. Flint, and Alex Zablah, is forthcoming at Journal of Advertising.

“Sustainability Communications and Corporate Brand Associations,” a paper co-authored by Neeraj Bharadwaj, was published in Journal of Sustainable Marketing.

“Digital Engagement on Social Media: How Food Image Content Influences Social Media and Influencer Marketing Outcomes,” a paper co-authored by Annika Abell, is forthcoming in Journal of Interactive Marketing.

An Online MBA option has been added to the GEE portfolio of offerings.

The Professional MBA program added a certificate program that allows students to earn a Lean Applied to Business Processes (LABP) Yellow Belt while in the program.


“Examining post-purchase consumer responses to product automation,” a paper by Leah Smith, Randall L. Rose, Alex R. Zablah, Heath McCullough (PhD, ’18), and PhD student Mohammad (“Mike”) Saljoughian, was published in Journal of the Academy of Marketing Science.

Stephanie Noble was invited to join the editorial review board of the Journal of Marketing, the premier scholarly journal in the marketing field. She is the third sitting member of the marketing faculty on the journal’s board, which includes Kelly Hewett and Alex Zablah.

Neeraj Bharadwaj received the 2022-2023 Lee and Allison Herring Endowed Teaching Fellowship in Marketing.

Alex R. Zablah was selected to participate in the inaugural Chancellor’s Leadership Academy for 2022-2023.
The Haslam College of Business continues to bolster its strong roster of diverse, elite faculty, welcoming 30 new members who bring decades of experience in industry as well as in the classroom. The faculty growth joins Haslam’s efforts to keep pace with record-setting enrollment.

1 Huseyn Abdulla
Assistant Professor, Supply Chain Management
EXPERTISE Sustainable operations • Retail operations • Behavioral operations management

2 Kelley Anderson
Clinical Assistant Professor, Finance
EXPERTISE Ownership structure and types of investors • Corporate governance • Institutional investors

3 Daniel Chavez
Assistant Professor, Marketing
EXPERTISE Sales and sales management • Applied econometrics • Marketing strategy

4 Amy Engstrom Clugg
Lecturer, Marketing
EXPERTISE Global marketing and brand strategy • Marketing research and insights • Integrated marketing and creative communications

5 Darrell Edwards
Assistant Professor, Supply Chain Management
EXPERTISE Global operations • Process innovation • Strategic planning

6 Lan Gao
Assistant Professor, Business Analytics and Statistics
EXPERTISE Applied statistics • Big data analytics • High-dimensional modeling

7 Sara Hsu
Clinical Associate Professor, Supply Chain Management
EXPERTISE Chinese supply chains • Economic development • Shadow banking

8 Tingliang (Tom) Huang
Amazon Distinguished Professor of Business Analytics, Business Analytics and Statistics
EXPERTISE Applied optimization • Lean operations • Predictive, customer, and big data analytics

9 Seongkyoon Jeong
Assistant Professor, Supply Chain Management
EXPERTISE Digital supply chain • Cybersecurity • Sustainable operations

10 Youngtak Kim
Assistant Professor, Marketing
EXPERTISE Sustainability • Marketing strategy • Product design and development

11 Victor “Tory” Kinson
Lecturer, Management and Entrepreneurship
EXPERTISE International business strategy • Leadership • Latin America

12 Gayoung Ko
Assistant Professor, Economics
EXPERTISE Industrial organization • Labor economics

13 James Lake
Associate Professor, Economics
EXPERTISE International trade • International trade policy

14 Geoffrey Lea
Lecturer, Economics
EXPERTISE History of economic thought • Public sector economics • Law and economics • Monetary economics

15 Don Maier
Associate Professor of Practice, Supply Chain Management
EXPERTISE Organization development • Organizational behavior • International business and logistics

16 Karen Matthews
Associate Professor of Practice, Supply Chain Management
EXPERTISE Agile technology transfer • Digital transformation • Industry 4.0 Innovation

17 Kelly McNamara
Assistant Professor of Practice, Accounting and Information Management
EXPERTISE Big data analytics • Database management • Cybersecurity

18 Tara Mohrfeld
Lecturer, Management and Entrepreneurship
EXPERTISE Authentic leader and leadership development • Women’s leadership development • Program design

19 Seth Neller
Research Assistant Professor, Boyd Center
EXPERTISE Health economics • Public economics

20 Enes Özel
Senior Lecturer, Business Analytics and Statistics
EXPERTISE Probability theory • Statistics • Mathematics instruction

21 Chris Perez
Lecturer, Accounting and Information Management
EXPERTISE Public Speaking • Team building • Organization

22 Haseeb Qureshi (HQ)
Lecturer, Management and Entrepreneurship
EXPERTISE Entrepreneurship • Business models • Startups and founders
NEW FACULTY

DEPARTMENT & FACULTY NEWS

23 Marisabel Romero
Associate Professor, Marketing
EXPERTISE Consumer behavior and decision making • Marketing research • Brand management

24 Craig Ruff
Clinical Professor, Finance
EXPERTISE Investments • Financial literacy • Institutional investors

25 Ketki Sheth
Associate Professor, Economics
EXPERTISE Development economics • Labor economics • Field experiments

26 Gilvan “Gil” Souza
Haslam Chair in Business and Distinguished Professor of Business Analytics, Business Analytics and Statistics
EXPERTISE Applied optimization • Lean operations • Supply chain analytics

27 Adam Spannbauer
Lecturer, Business Analytics and Statistics
EXPERTISE Natural language processing • Machine learning • Programming

28 Sherry M. B. Thatcher
Skinner Professor of Business, Management and Entrepreneurship
EXPERTISE Team fault lines • Identity • Conflict

29 Ali Vedadi
Assistant Professor, Accounting and Information Management
EXPERTISE Cybersecurity • Information systems management

30 Scott White
Assistant Professor of Practice, Accounting and Information Management
EXPERTISE Taxation
NEW BUILDING
BUILDING TOWARD THE FUTURE

The University of Tennessee, Knoxville, will begin clearing ground this fall for an additional business school building. The estimated $227 million-dollar structure comes on the heels of nearly a decade of exponential growth in the campus’ business student population.

McCarty Holsaple McCarty (MHM) and Robert A.M. Stern Architects (RAMSA) have been chosen as the architectural team for the facility, which will be funded through a mix of state, university, private, and college-level funding. The goal is to raise a significant share of the money—$100 million—through private philanthropy.

“Our undergraduate enrollment has more than doubled in the last 10 years from 3,500 students to more than 7,000,” said Stephen L. Mangum, dean and Stokely Foundation Leadership Chair at Haslam. “As our student population has grown, so have the resource needs necessary to continue to provide excellent education and opportunities.

We have added classes, faculty, advisors, international education staff, and career management support. This additional building will allow us to continue to meet student needs, attract best in class faculty who create world changing knowledge and applied research, and partner more widely and deeply with businesses and other organizations that depend on the college for its graduates and thought leadership.”

The new, state-of-the-art facility will house classrooms, research centers and labs, graduate and executive education facilities, formal and informal gathering places, food services, and office spaces. The 300,000-square-foot building will be second only in size to the Student Union on campus.

Three existing buildings across Volunteer Boulevard from Stokely Management Center will come down to accommodate construction. The college will create space in Stokely to accommodate some faculty in other colleges during the temporary displacement.

Lane Morris, associate dean of undergraduate studies and student affairs and the John W. Fisher Professor of Innovative Learning, said the entire campus will benefit from the new building. “In terms of degree completion, seven of the largest 25 majors at UT are located within Haslam,” Morris said. “In addition, many of our business competitions and resources are open to students campus wide. We offer interdisciplinary minors and programming. Our hope is to create a cutting-edge facility of which the entire university can be proud.”

THE NEW BUSINESS BUILDING IS TENTATIVELY SCHEDULED FOR COMPLETION IN 2027. TO LEARN MORE OR TO MAKE A SUPPORTIVE GIFT, PLEASE VISIT HASLAM.UTK.EDU/FUTURE

RANKINGS

In the 2023 US News & World Report Best Undergraduate Business Program rankings, the Haslam College of Business rose four spots to No. 26 among public universities. Haslam’s Department of Accounting and Information Management rose to No. 26 among public institutions. The Department of Marketing made its first appearance in the ranking as a stand-alone department, placing No. 20 among public institutions and 33rd overall. The Department of Supply Chain Management held the No. 3 spot both nationally and among public universities for the second consecutive year.

The Department of Management and Entrepreneurship placed No. 7 in the 2022 TCU Neeley School of Business Global University Entrepreneurship Research Productivity Rankings.

Haslam’s graduate supply chain programs rank No. 1 in North America, according to a report from Gartner Inc., a leading industry research organization. This was the eighth year UT’s programs have ranked in Gartner’s top 10. Haslam’s undergraduate supply chain management programs rose to No. 2 in Gartner’s annual ranking, marking their 11th consecutive year in the top 10.

In the WhichMBA 2022 MBA and business school rankings from The Economist, the Haslam MBA program rose for both career services and educational experience and came in 22nd overall among US public institutions.

In the latest Financial Times ranking, Haslam climbed to No. 18 in custom executive education worldwide. Haslam’s ranking among all US schools (public and private) rose to No. 5.

In Poets&Quants’ latest ranking of executive MBA programs, Haslam’s executive MBA is ranked No. 22 among public institutions and No. 44 nationally.

The Executive MBA program earned its highest score yet (9.74 out of 10) for overall alumni satisfaction in the Financial Times’ latest Top 100 international executive MBA programs ranking, placing Haslam in the top five worldwide for this subcategory.
AWARDS

Bruce Behn, Deloitte LLP Professor in Accounting received a Lifetime Service Award from the American Accounting Association.

Ashley King, lecturer in the Department of Accounting and Information Management, won the University of Tennessee, Knoxville Alumni Association’s 2022 Outstanding Teacher Award.

Matthew Serfling, professor in the Department of Finance, was honored with UT’s 2022 Research and Creative Achievement-Professional Promise Award.

COLLEGE AWARDS

At the Haslam College of Business annual awards celebration, the following faculty and staff were recognized.

Shannon McCleod, Department of Management and Entrepreneurship: Staff Award for Superior Customer Responsiveness

Cole Burns, Department of Supply Chain Management: The Tim Williams Staff Award for Professionalism

Brenda Carlisle, Department of Marketing and Professional Sales Forum: Staff Award for Innovation and Creativity

Anita Hollander, assistant department head for the Department of Accounting and Information Management: The Bank of America Faculty Leadership Award

Connor Kasten, Department of Finance: Outstanding Doctoral Student Teacher Award

Anne Dohmen, Department of Supply Chain Management, Roman Welden, Department of Marketing (tie): Outstanding Doctoral Student Researcher Award

David Williams, Department of Management and Entrepreneurship: Richard C. Reizenstein Outstanding Commitment to Students Award

Ashley King, Department of Accounting and Information Management: Allen H. Keally Excellence in Teaching Award

Lance Saunders, Department of Supply Chain Management: Rising Star Research Award

Melissa Cardon, Haslam Professor of Entrepreneurship and Innovation: Vallett Family Outstanding Researcher Award

Don Bruce, professor in Department of Economics and associate director of the Boyd Center for Business and Economic Research: Martin and Carol Robinson Excellence in Teaching, Research, and Service Award

Haslam’s 10 Year Growth in Undergraduate Enrollment (102% GROWTH)

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<th>Students</th>
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Projected Growth in Enrollment and Faculty

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<tr>
<td>2030</td>
<td>10,500</td>
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*not including staff and part time faculty

#26 IN 2022

US News & World Report Best Undergraduate Business Program

#37 IN 2012

Projected Growth in Enrollment and Faculty

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Quick Facts

#26 in 2022

US News & World Report Best Undergraduate Business Program

#37 in 2012

Projected Growth in Enrollment and Faculty

<table>
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<th>Students</th>
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<tr>
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<td>8,200</td>
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<td>2030</td>
<td>10,500</td>
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</tbody>
</table>

*not including staff and part time faculty
Home Ownership and the Racial Wealth Gap

For many low-income Americans, owning a home is a reliable path to wealth accumulation. In terms of wealth inequality, though, how far does home ownership go toward closing the gap between minority households and white households?

An award-winning paper co-authored by Ashleigh Eldemire-Poindexter, assistant professor of finance at the University of Tennessee, Knoxville’s Haslam College of Business, Kimberly F. Luchtenberg (American University), and Matthew M. Wynter (Stony Brook University) examines this question.

The researchers used internal administrative data from the US Department of Housing and Urban Development (HUD)’s Housing Choice Voucher (HCV) program. This is the first large-scale empirical study of the program, which provides rental payment assistance for low-income households. Some recipients are eligible for assistance with mortgage payments and homeownership expenses.

The team evaluated households that had access to the same level of housing assistance to buy or rent in the same area but faced different opportunities for wealth accumulation due to race. Tracing wealth outcomes of households that previously had accessed housing assistance and eventually became homeowners during the sample period of 2000 to 2020, the authors investigated how homeownership affected racial disparities in wealth.

“The takeaway is that homeownership helps to build wealth for low-income households, but the effect is much less for minorities,” Eldemire-Poindexter said.

Racial Wealth Disparity Among Low-Income Homeowners

Measuring wealth in terms of cash value of financial assets (as reported from HUD) plus home equity, the study found that low-income households transitioning to homeownership experience significant wealth gains compared to renting. However, while white households accumulated $6,100 relative to their tenure as renters, minority households accumulated a mere $1,500, a difference of $4,600. As renters, the wealth difference between minority and white households was only $1,200.

The study found that households with a higher degree of financial fragility (the ratio of total housing expenses to monthly income) while transitioning to homeownership accumulate less wealth from the transition, and that financial fragility increases racial wealth disparities. Minority and white households that were above the median for financial fragility increased their wealth by about $1,300 and $6,600, respectively. For those below the median, the transition increased the wealth of minority and white homeowners by about $2,300 and $5,800, respectively.

Home location also plays a significant role in wealth accumulation. Because a neighborhood’s racial composition can affect the appreciation of home values there, minority households may find that their homes appreciate at lower rates relative to white households.

The researchers found that these racial wealth disparities become more pronounced over time, noting that the wealth differences they documented occurred upon the transition to homeownership, not before. In each of the three years prior to making the transition, the wealth differences between minority and white households were relatively small. However, within the third year of homeownership, white households accumulate significantly more wealth than minority households.

“Our results suggest that homeownership can significantly help households to accumulate wealth, but that homeownership can make wealth disparities between minority and white households more pronounced,” the study concluded.

Eldemire-Poindexter said the study could matter greatly to those affected by the gains and the gaps.

“We’re talking about low-income households, so if any group of people is in need of having some liquidity, some type of real assets, this is that pool,” she said.

—Stacy Estep
The 2022 Haslam Summer Scholars Research Awards program awarded 42 grants totaling approximately $950,000. Faculty members will hold their research designations throughout the 2022-23 academic year. The awardees include:

- **Chad Autry**, Supply Chain Management—R. Stanley Bowden II Faculty Fellow
- **Michel Ballings**, Business Analytics and Statistics—James and Joanne Ford Faculty Fellow
- **John Bell**, Supply Chain Management—Nancy and David McKinney Faculty Fellow
- **Neeraj Bharadwaj**, Marketing—Charlie and Caroline Newcomer Faculty Fellow
- **Melissa Cardon**, Management and Entrepreneurship—Clark Family Faculty Fellow
- **Celeste Carruthers**, Economics—Haslam Family Faculty Fellow
- **James Chyz**, Accounting and Information Management—John and Wanda Wisecarver Faculty Fellow
- **Chris Craighead**, Supply Chain Management—Sarah Alice & Tommy Bronson Faculty Fellow
- **Russell Crook**, Management and Entrepreneurship—Cheryl Massingale Faculty Fellow
- **Lauren Cunningham**, Accounting and Information Management—Cheryl Massingale Faculty Fellow
- **Marianne Wanamaker**, Management and Information—Charles P. & Dorothy N. Duggan Faculty Fellow
- **Scott Holladay**, Economics—Haslam Family Faculty Fellow
- **Justin Jia**, Business Analytics and Statistics—Wyatt Family Faculty Fellow
- **Eric Kelley**, Finance—Marvin and Jean Mills Faculty Fellow

**Haslam Research Awards**

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**Economics**

**James Lake** was appointed associate editor of the *Canadian Journal of Economics*.

**Celeste Carruthers** was promoted to professor and was a speaker at two events organized by the Federal Reserve: “Toward an Inclusive Recovery: Consequences of the Pandemic for Short and Long-Run Educational and Labor Market Outcomes” (virtual seminar) and “Short-Term Credentials in Postsecondary Education” in Philadelphia.

**Marianne Wanamaker** was promoted to professor.

**Don Bruce** was elected president of 1A FAR, the national association of faculty athletics representatives at football bowl subdivision institutions and is now a voting member of the NCAA Division 1 Council. He also has been working with the US Olympic and Paralympic Committee to support the development and growth of Olympic sports on NCAA campuses. In addition, he is a member of the Leadership Knoxville class of 2023.

Christian Vossler and co-investigators from several universities were awarded a $741,864 grant from the US Environmental Protection Agency for their study “Valuing Water Quality Improvements in Nationwide Ecosystems: Total Value Based on the Biological Condition Gradient.” Vossler and co-authors also received the annual Publication of Enduring Quality Award from the Canadian Agricultural Economics Society.
Jackie Jacobs developed a new management course that prepares Haslam students to take the Certified Associate in Project Management (CAPM) certification exam.

The MS in Management and Human Resources program announced the introduction of an innovative, technology-driven, “learn from anywhere” model starting in fall 2023. The modality allows students to join live classes synchronously online should their jobs or other obligations make it difficult to be in Knoxville for class.

Anne Smith published two papers, “Are we there yet: A microfoundational examination of motivation during early international expansion” (International Journal of Multinational Corporation Strategy) and “Templates in qualitative research methods: Origins, limitations, and new directions” (Organizational Research Methods), and a book chapter, “PechaKucha-based Participatory Video for Organizational Research” (Research Methodology in Strategy and Management).

PhD student Ashley Roccapriore and faculty member Tim Pollock published a paper, “I don’t need a degree, I’ve got abs: Influencer warmth and competence, communication mode, and stakeholder engagement on social media,” in the Academy of Management Journal.

David Gras published two papers, “Socially oriented shareholder activism targets: Explaining activists’ corporate target selection using corporate opportunity structures” (Journal of Business Ethics) and “Broad versus narrow organizational scope among nonprofits: The moderating effects of the task environment” (Strategic Organization).

Ernie Cadotte published two papers, “How to use simulation games in the classroom?” (Journal of Entrepreneurship) and “Simulations Spark Engagement and Real Learning” (AACSB Insights).

Jessica Jones published two papers “Trying to serve two masters is easy, compared to three: Identity multiplicity work by Christian impact investors” and “Who has a seat at the table in impact investing? Addressing inequality by giving voice,” both in Journal of Business Ethics.
**NEW FACULTY**

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**DEPARTMENT & FACULTY NEWS**

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**HASLAM RESEARCH AWARDS, cont.**

- **Paolo Letizia**, Business Analytics and Statistics—Ray and Joan Myatt Faculty Fellow
- **Luís Lima**, Economics—Haslam Family Faculty Fellow
- **Robert Mee**, Business Analytics and Statistics—Haslam Family Faculty Fellow
- **Tim Munyon**, Management and Entrepreneurship—Janet and Jeff Davis Faculty Fellow
- **Linda Myers**, Accounting and Information Management—Haslam Family Faculty Fellow
- **Terry L. Neal**, Accounting and Information Management—Haslam Family Faculty Fellow
- **Charles Noble**, Marketing—Roy and Audrey Fancher Faculty Fellow
- **Stephanie Noble**, Marketing—William B. Stokely Faculty Fellow
- **Maria Padilla-Romo**, Economics—Haslam Family Faculty Fellow
- **Tim Pollock**, Management and Entrepreneurship—Kinney Family Faculty Fellow
- **Lance Saunders**, Supply Chain Management—Vallett Family Faculty Fellow
- **Georg Schaur**, Economics—Haslam Family Faculty Fellow
- **Roy Schmardebeck**, Accounting and Information Management—Haslam Family Faculty Fellow
- **Matthew Serfling**, Finance—Ray and Joan Myatt Faculty Fellow
- **Sining Song**, Supply Chain Management—William and Pamela Lee Faculty Fellow
- **Ted Stank**, Supply Chain Management—Haslam Family Faculty Fellow
- **Wendy Tate**, Supply Chain Management—Ray and Joan Myatt Faculty Fellow
- **Christian Vossler**, Economics—Haslam Family Faculty Fellow
- **Sean Willems**, Business Analytics and Statistics—Haslam Family Faculty Fellow
- **David Williams**, Management and Entrepreneurship—William B. Stokely Faculty Fellow
- **Alex Zablah**, Marketing—Kinney Family Faculty Fellow
- **Wei Zheng**, Business Analytics and Statistics—Haslam Family Faculty Fellow
- **Wenjun Zhou**, Business Analytics and Statistics—Gibbs Faculty Fellow

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**UTESHRM celebrated its 20th anniversary. Alumni returned to share memories with more than 50 students on campus.**

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**Undergraduate Program News**

- Total students majoring in management and entrepreneurship rose 20 percent from 536 in 2019 to 646 in 2021.
- Total students taking management and entrepreneurship collateral and minors rose 11 and 115 percent during the same period.
- Seven UT colleges now participate in the entrepreneurship minor degree, with 36 courses available to customize the minor.
- A new program, the Entrepreneurial Mindset Profile assessment, is now a part of every student’s experience.
- The new concentration in entrepreneurship and emerging enterprises is now available in the management degree.

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**PhD student Natalia Yakushko and faculty members Melissa Cardon and David Williams received a National Science Foundation grant for their study “Resilience and Recovery among Ukrainian Business Owners.”**

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**Tim Munyon** published two papers, “Team decision making in crisis: How positive affect asymmetry and team process norms affect decision-making” (Research in Emotions in Organizations) and “Unveiled confidence: Exploring how institutional support enhances the entrepreneurial self-efficacy and performance of female entrepreneurs in constrained contexts” (European Management Journal).

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**Melissa Cardon**, now the Haslam Distinguished Professor of Entrepreneurship and Innovation, earned a Distinguished Fulbright Chair and was a visiting faculty member at Royal Melbourne Institute of Technology, Melbourne, Australia. Cardon also joined the Journal of Management as an associate editor.

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**Shannon McCloud** was accepted to join the UConnectT Cohort, a professional development program, for 2022-2023.

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**David Williams** and **Tim Munyon** were promoted to full professor.

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**David Gras** was promoted to associate professor.

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**Eva Cowell** and **Lindsay Mahony** were promoted to senior lecturers.
Serving her fellow Tennesseans comes naturally for Christi Branscom (HCB, ’87). She answered the call to public service first at the City of Knoxville and then in the executive branch of the state government, bringing a wealth of experience from her background in real estate and law.
Serving the City

Out of the blue, Branscom received a phone call from a senior administrator at the City of Knoxville, asking if she would be interested in joining Mayor Madeline Rogero’s new administration as the senior director of public works. “I was shocked,” says Branscom. While she had been involved in many local community efforts and organizations, public service felt like a big shift. “I really grew up in real estate,” says Branscom. “During college I worked in leasing and property management, and that’s when the real estate bug bit me.”

Branscom enjoyed working with her father and brother in real estate development for many years. Then, in 2012, her career took an unexpected turn.

Serving the State

Over a year after she’d returned to the family business, Branscom received another life-changing call—from Governor Bill Lee’s transition team. This time, Branscom already knew she loved public service. She accepted the governor’s appointment as a member of his cabinet and was sworn in as commissioner of general services for the State of Tennessee in early 2019. The department supports the operations of the state and its agencies. General services focuses on providing the most efficient operations possible.

One way the State of Tennessee’s executive branch can do that is with a unified procurement system. “We’re blessed to have centralized procurement of all goods and services,” Branscom explains. “That way, we’re able to get the absolute best price on anything we purchase because we have that bargaining power.”

Managing the state’s real estate and capital programs is a major facet of Branscom’s role. In real estate alone, the state is managing $4 billion across a total of 650 active projects. Some of the larger and more notable projects recently finished include the Tennessee State Museum and the new Tennessee State Library and Archives. Branscom’s office also renovated the John Sevier Office Building, which houses the attorney general’s office, and is working on the War Memorial Building and Legislative Plaza next. “We’ll finish that project in 2025, just in time to celebrate the 100th anniversary of the War Memorial.”

Governor Bill Lee praises Branscom’s dedicated leadership. “Her efforts landed the Department of General Services three consecutive ‘Top Workplace’ awards from The Tennessean,” says Lee. “Branscom’s direct engagement with employees recognizes their value to the department and state, and her management skills have been on display as she facilitated major capital projects that will serve the taxpayers of Tennessee well for decades to come.”

Passion for Good Government

Branscom and her team find great satisfaction in seeking efficient solutions wherever they can. Under her leadership, they have reduced the state’s real estate footprint by one million square feet, saving $10 million per year, and are preparing to cut costs further. Branscom’s office is also leading a charge to deploy electric vehicles in the highway patrol, state parks, and other state-owned fleets.

Dedication to her job, her team, and the state’s citizens drives Branscom’s...
energy for public service. It’s not about political parties—it’s about good government. “If you can operate government efficiently and effectively and save taxpayer dollars, isn’t that what you want?” she says. “You can do a lot of great things and make a lot of money, but I don’t think there is anything more gratifying than public service.”

Brandon Gibson, chief operating officer for the State of Tennessee, became friends with Branscom when the two were part of the Leadership Tennessee program and has appreciated working with her in Nashville since 2019. “She has a keen sense of fairness and cares about people,” says Gibson. “Her focus is always on what is best for Tennesseans, and when teams are aligned that way, they can be incredibly productive.”

In 2021, Branscom became the first woman to serve as president of the National Association of State Chief Administrators. “Most Tennesseans don’t realize that our state’s government is recognized throughout the nation as a leader in its administrative and executive practices,” says Branscom. “It makes me proud to represent our state nationally because we have very good, smart people working in our executive branch.”

Staying Connected
Knoxville lawyer Mark Mamantov has known Branscom for years and worked closely with her during her time at the City of Knoxville. “For a businessperson as talented as Christi to devote much of her professional career to public service is a real testament to the values imbued by the Haslam College of Business in its graduates,” Mamantov says. “She exemplifies the volunteer spirit of our alma mater and is a role model for current students and alumni.”

While fully immersed in public service, Branscom also has stayed connected to the Haslam College of Business. She’s enjoyed speaking to classes and groups, judging competitions, and serving on the Dean’s Advisory Council. “It’s been wonderful to watch the college grow and see the rankings continue to climb,” Branscom says. “I always leave campus feeling very energized because I’ve seen firsthand what a lot of people don’t see—that my time and financial investments are making a difference. I’m really proud to be associated with the Haslam College of Business.”

Opposite: Branscom with her executive team; This page, Branscom and team meet to discuss plans for the Multi-Agency Law Enforcement Training Academy (MALETA), the largest Capital project ever approved in TN State history, budgeted for $415,000,000.
The Need for Diversity and Inclusion

Why is it important to focus on diversity at a business school? ODCR Director Clarence Vaughn points out that no matter what industry you’re in, everyone works with people. “We have to understand what each person brings to the table and the historical context of relationships between groups,” he says. “Ultimately, we want to make sure we’re not isolating any groups from participating and feeling that they belong.”

When diverse groups of people learn to work together, they become well-rounded, collaborative leaders and more effective teams. “To me, this is about implementation,” Vaughn says. “It’s giving people tools, resources, and knowledge...
they’ll be able to use regularly in the business world and for their personal and professional growth.”

To Stephen L. Mangum, dean and Stokely Foundation Leadership Chair at the college, these efforts get at the heart of higher education as a place where the free exchange of ideas is fundamental. “The best thing we can do as an educational institution is to make space for people from different backgrounds, cultures, and life experiences—and work to create an environment where individuals can feel a sense of value, safety, and belonging as they freely articulate their views and engage with one another.” Mangum adds that diversity often grows from an atmosphere of inclusion, rather than the other way around.

Supporting Students and Faculty

With a current team of five dedicated staff, the ODCR oversees a number of programs and services for students and is involved with faculty searches and professional development efforts.

Student programs include TakeOff, designed to support first-generation students; the Diversity Advancement Program, providing student leaders with opportunities to advance diversity initiatives at the college; and development programs that are pipelines to internships and full-time opportunities. Noah Dandridge (HCB, ’21, MBA, ’22) was part of The PepsiCo Power of One: Diversity Leadership Development Program as a senior studying supply chain management. “Being part of the program enhanced my professional development skills and allowed me to connect with diverse company executives,” Dandridge says. “It was a beneficial experience.”

Student Antonio Terrell, a senior majoring in finance, also appreciates the wide variety of services the Office of Diversity and Community Relations offers. “They provide minority students with opportunities and experiences that we might not be comfortable seeking elsewhere on campus, such as professional development trips, help with soft skills and resumes, and more,” he says. “Everyone on staff is sincere and fully engaged with the students.”

Moving Forward Together

In many ways, Haslam is a leader in the area of diversity and inclusion. Still, Mangum stresses that the college has a long road ahead toward the goal of achieving student and faculty
demographics that reflect those of the entire state. Staying connected in the community is key to reaching that goal, and the reason why community relations is part of the office’s title. “We tied those two responsibilities together because there’s diversity in our area that historically we haven’t recognized and accessed as widely and carefully as we should,” Mangum says. “Today, we want to ensure we’re reaching every part of our community.”

Student recruitment is a big part of those outreach efforts, says Vaughn. “We want to continue to recruit the best and brightest, particularly through our pre-collegiate programs for high school students.” Those programs include Business Education for Talented Students (BETS), a 10-day program for rising seniors, and Accounting and Information Management (AIM) Academy, a three-day program for rising juniors.

Faculty recruitment is another piece of the diversity puzzle. For Lauren Cunningham, Keith Stanga Professor of Accounting and Cheryl Massingale Faculty Research Fellow, seeing women in leadership roles was part of what drew her to Haslam. “At the time I was interviewing in 2014, Annette L. Ranft was one of the deans,” Cunningham says. “That communicated to me that this college cares about diversity in leadership. Since I’ve been here, I have observed an increasing focus on diversity in planning meetings and as part of the hiring process.”

Ultimately, Vaughn wants the ODCR’s efforts to improve the experience for everyone in the Haslam community by promoting a vision of unity. “This is not about separating people into us versus them,” he says. “This is ‘we.’ Our approach is focused on finding commonalities, increasing cultural awareness and competency, and creating space to discuss differences while recognizing that we share a common love for the college and the university.”

Tyvi Small, vice chancellor for diversity and engagement at the University of Tennessee, says the college has made great strides in the areas of diversity, equity, and inclusion over the past 15 years. “Haslam has always stepped forward as a trailblazer in this space, and they are a key cog in what we are doing campus-wide to help everyone know that they matter and they belong.”

“Diversity often grows from an atmosphere of inclusion, rather than the other way around.”

—DEAN STEPHEN L. MANGUM
When Windham Taylor finished a four-year tour in the United States Marine Corps in 2018, he decided to do something memorable to mark the occasion. That’s how he began riding his motorcycle from a military base in eastern North Carolina to the southern tip of South America. Taylor traversed more than 24,000 miles and 12 countries over the next eight months, experiencing local hospitality, wild animals, and breathtaking scenery.

Accustomed to living out of a backpack after his time in the military, he packed strategically for his motorcycle journey. Two saddlebags on the back of his bike held the basics: sleeping bag, tent, emergency food rations, cook stove, coffee cup, clothes, a laptop, and a nice camera. He also brought motorcycle gear for all weather conditions. “That was a good idea,” Taylor says, “because I got snowed and rained on a lot.”

Taylor traveled through diverse terrain including mountains, desert, tundra, jungle, and coastal areas. He says the only moment when he felt nervous was shortly after crossing the border from the US into Mexico. “I didn’t speak a word of Spanish and wasn’t sure what to do because they didn’t stop me to check my passport,” says Taylor, who turned around and went back to the office to get his passport stamped. Once past the border, he relaxed and soon experienced plenty of local hospitality. He used a mobile app to connect with local residents along his route who were willing to host him in their homes. In more rural areas, he camped.

“I met so many kind people along the way who helped me avoid dangerous areas, taught me about local culture, and introduced me to delicious food,” says Taylor. “I have a deep, genuine belief that most people are good, and this trip just confirmed that.”

While traveling through South America, Taylor explored options for the next stage of his life and decided to apply to the Haslam College of Business. He graduated just this past December with a degree in marketing and works on the digital marketing team for Covenant Health in Knoxville. “Digital marketing allows me to be analytical and tap into my creative side at the same time,” he says. “That’s why I’m passionate about it.”

Looking back on his epic motorcycle trip, he is grateful for how it changed him. “It has made me more thoughtful and introspective. When you’re camping in the mountains of Bolivia, miles from other humans, it makes you think about the way you live your life and the actions you take.”
The fall 2022 Vol Court speaker series culminated in a pitch contest in which Fresh Now took first place and $1,500. Second place and $1,000 went to SeaShade, while Safe Sip placed third and received $500.

Student start-ups Out of the Box Appliances, Taste Music, ZNA KICKS, Dualie, Fresh Now, and Chi Rho Media Group were awarded a total of $20,000 in funding in the fall 2022 Graves Business Plan Competition.

SUPPLY CHAIN MANAGEMENT

Jenna Murphy, a junior in supply chain management, won the 2022 R. Gene Richter Scholarship. Awarded by the Institute for Supply Chain Management, the scholarship provides a monetary award of up to $10,000 in tuition assistance. Recipients also receive access to an executive mentor and leader in the profession and a former Richter scholar as a junior mentor.

Delta Sigma Pi received the professional business fraternity’s Provincial – Outstanding Scholastic Development Award for a Collegiate Chapter. The annual honor goes to a chapter that plans and implements the most comprehensive program of scholastic development.

In the fall 2022 semester, the Haslam College of Business welcomed approximately 1,950 first-time, first-year students and 430 transfers. The incoming cohort includes students from 40 US states and eight other countries.

Delta Sigma Pi received the professional business fraternity’s Provincial – Outstanding Scholastic Development Award for a Collegiate Chapter. The annual honor goes to a chapter that plans and implements the most comprehensive program of scholastic development.

Left to right: Delta Sigma Pi members Abigail Rountree (VP, finance), Claire Thaeler (VP, chapter operations), Madison Whitus (president), Kayla Johnson (senior, VP), and Caroline Vassallo (chancellor).
ACCOUNTING AND INFORMATION MANAGEMENT

The Accounting and Information Management student team placed second in regionals at Deloitte’s 2022 FanTAXtic case competition and moved on to the national competition.

The Tennessee Undergraduate Consulting Club (TUCC) is a new student-led organization, founded with the goals of introducing students to consulting careers, helping members build skills essential for a career in consulting and fostering relationships between members and consulting firms.

Accounting PhD student Nico Arguello was one of 25 recipients of this year’s American Institute of Certified Public Accountants (AICPA) Fellowship for Minority Doctoral Students and was named a Hispanic Scholarship Fund (HSF) Scholar.

INTERNATIONAL BUSINESS

The Haslam Undergraduate International Case Competition Team, coached by marketing assistant department head Eddie Armbrister, placed second at the San Diego State University International Case Competition. Team members Alexandra Ashmore, Peyton Boord, Nathan Rowlett, and Ainsley Scheidler developed impressive strategic recommendations for Dropbox and plans for growth and international expansion for the B2B side of the business.

GRADUATE AND EXECUTIVE EDUCATION

Haslam welcomed 820 graduate and executive students enrolled in Haslam cohorts in the fall.

The Aerospace and Defense MBA class of 2022 visited Lockheed Martin Aeronautics in Fort Worth, Texas, where they heard from program alumni and toured the F35 facility and flightline.

Annette Danek-Akey, executive VP for supply chain at Penguin Random House and a student in the Executive MBA for Global Supply Chain program, was ranked 75th on Supply Chain Digital’s “Top 100 Women in Supply Chain” 2022 list.

BETA ALPHA PSI

made its first New York trip since 2019. Members visited the offices of KPMG and Deloitte, went to Staten Island, took a financial crisis tour of Wall Street, attended The Lion King on Broadway, and more.

Top, left to right: FanTAXtic team Pierson Gable, Olivia Bowden, Emma Robertson, Janice Crigler, David Weaver; bottom, left to right: TUCC officers Jack Krimmel, Nathan Rowlett, Joe Kato, Anna Kowalski, and Grace Ergastolo (not pictured: Lyndsey Huizenga)

Left to right: Eddie Armbrister, Ainsley Scheidler, Nathan Rowlett, Peyton Boord, and Alexandra Ashmore

820 NEW GRAD STUDENTS

NEW GRAD STUDENTS
Driving Dollywood Forward

More than three decades into a successful career in the theme park business, Eugene Naughton decided to enroll in the Executive MBA–Strategic Leadership (EMBA-SL) program at the Haslam College of Business. Currently president of The Dollywood Company, Naughton says the decision reflects his commitment to lifelong learning and leading by example. Dollywood recently introduced Grow U, a program that pays 100 percent of employees’ tuition costs and includes more than 100 different degree options. “I thought, ‘what a great opportunity to show our team that even the company’s president is willing to go back to school,’” says Naughton. “It’s allowed people to get comfortable with the idea, and I’m proud to say more than 36%

on a staff of 3,800 are now enrolled in academic programs.”

Naughton started his career at Paramount Parks, owned by Paramount Pictures, which operated five theme parks in the US and Canada. Over a period of 19 years, he rose through the ranks from operating a funnel cake stand to serving as vice president of in-park services. Naughton then moved to Six Flags Entertainment Corporation, where he was responsible for all revenue operations at the company’s 28 properties across North America. “That gave me experience dealing with a big company in many locations and regions,” he says. “I learned how to filter a lot of information inside of that role.” Naughton also enjoyed overseeing international development for the company, giving him a chance to travel extensively in Asia and the Middle East.

In 2019, Naughton joined The Dollywood Company just a few months before the pandemic hit. Naughton took the unforeseen pause in operations as an opportunity to develop strategic long-term plans for the parks and resorts. “People always ask if I really talk to Dolly Parton, and the answer is yes,” Naughton says, laughing. “She’s very genuine and has big dreams for how the company can continue to make a positive impact on the community.”

Today, Dollywood has bounced back from COVID, breaking new records in growth and revenue. “Our recent growth isn’t about new attractions or wowing people, It’s about the same team of people working to create better strategies,” Naughton says. “I’ve applied what I’ve been learning in the strategic leadership cohort at Haslam, putting it to use in how we’re growing our business. It’s been unbelievable and lots of fun.”

“I love walking our campus and seeing families and friends having fun together. I try to ride at least one ride every day.”

— EUGENE NAUGHTON

“I love walking our campus and seeing families and friends having fun together. I try to ride at least one ride every day.”

— EUGENE NAUGHTON
In October, 16 undergraduate students from the **Financial Management Association** took their annual trip to New York City. This was the first time in a few years that FMA had been able to take the trip due to COVID-19 restrictions. The group toured the New York Stock Exchange, Bank of America, Bloomberg Headquarters, General Atlantic, the FBI Forensic Accounting unit, and the 9/11 Memorial and Museum.

*Left to right: FMA members Parker Wiseman, Andrew Campbell, Wil Buechley.*

**MANAGEMENT AND ENTREPRENEURSHIP**

The **UT chapter of the Society for Human Resource Management (UTK-SHRM)** celebrated its 20th anniversary. Alumni returned to campus to share memories with more than 50 students.

Doctoral student **Natalia Yakushko**, a Ukrainian citizen, has been coordinating relief efforts in the wake of Russia’s invasion of her home country.

**FINANCE**

“On the limiting distribution of shares in Proof-of-Stake” by **Tim Dong** (finance PhD student) was accepted at the Crypto Economics Security Conference, hosted by the UC Berkeley Center for Responsible, Decentralized Intelligence (RDI) and the University of Western Australia’s Blockchain and Cryptocurrency Conference. Tim Dong was the winner of the RDI student travel grant.

“Does Broker Conflicts of Interest Mitigation Affect Mutual Fund Flows?” by finance PhD student **Connor Kasten** was a semifinalist for the Financial Management Association best paper award in investments.

**BUSINESS ANALYTICS AND STATISTICS**

Senior **Faith Burton** became the first recipient of the Brian Stevens Analytics Student of the Year Award. The prize was created and funded by George Melton (HCB, ’68) and Peggy Melton to honor Stevens’ teaching prowess.

Second-year business analytics and statistics doctoral student and HP intern **Harshvardhan** was first runner-up in HP’s InternStellar Award (Technical Impact Category) for his work tuning machine learning models for better demand signal recognition to forecast worldwide demand for printers.
Growth is the story in Haslam College of Business. We welcomed almost 2,000 freshman to our college in Fall of 2023. The largest freshman class in the history of the college. At the same time, 27 new faculty call the college home. Our faculty continued to make positive impacts on our community by offering many of the traditional face-to-face courses in an hybrid / online classroom, as well as, ramping up our face to face delivery. Revenues continued to grow and be reinvested into the infrastructure and support of our student experience. Private philanthropy remains an important funding source allowing the college to implement new programming, expand current offerings and support our students in their time here at the Haslam College of Business. Increasing private philanthropy, launching successful new programs that attract additional students and controlling our costs are always important, and particularly so as we strive to protect access given the economic realities facing our students and their families.

— BETSY ADAMS, ASSISTANT DEAN OF FINANCE AND ADMINISTRATION
Leading Accounting in Medicine

Mike Coggin (HCB ’91, ’92) has always valued hard work and consistency. The son of a schoolteacher and a businessman, Coggin says his parents modeled a strong work ethic for their three sons.

After initially entering the University of Tennessee, Knoxville, as an engineering student, Coggin quickly pivoted toward business. “I felt like business was a major with abundant future career opportunities,” he says. “I wanted a well-rounded background to move up the ladder in companies and take on additional responsibilities.”

Coggin thrived in the positive, competitive atmosphere he found in the college’s accounting program. “The friends I made were like-minded, driven people who held me accountable for trying to be successful,” he recalls. “That built on the foundation of strong work ethic my parents had instilled in me.”

Shortly after graduating from the college’s Master of Accountancy program, Coggin married his college sweetheart, Anna, and went to work at KPMG, a public accounting firm in Nashville. Six years later, he went into the private healthcare industry as a senior vice president at Renal Care Group, a kidney dialysis company. While there, he gained a breadth of experience that would serve him well in future roles. The job allowed him to see things through different lenses of financial responsibility, including internal auditing, financial reporting, investor relations, and more. “My accounting background at UT opened the door for me into a broader spectrum of responsibilities.”

Coggin joined Lifepoint Health in 2009 as the company’s chief accounting officer, and in 2016 he was promoted to CFO. A company that operates 65 hospitals and 30 rehabilitation facilities in 30 states across the United States, Lifepoint used to be publicly traded but was acquired by a private equity firm in 2018.

Leading the company’s financial team through that major shift overlapped with the difficulties of the COVID-19 pandemic. They were, he says, some of the biggest challenges of his career, but also some of the most rewarding moments. “I get to work with a great group of people in a culture where everyone is expected to do the right thing,” he says. “When you work with people who share your goals to provide something as vital as healthcare, it keeps you excited about what you do every day.”

David Dill, chairman and CEO of Lifepoint Health, has known Coggin for two decades. “Mike is a model of consistency, which is what you need in a financial leader,” Dill says. “He has been able to build and grow an incredible team, and that’s a testimony to his leadership.”

Personal friend Michael Thompson also appreciates Coggin’s steadiness in the face of challenges. “He’s approachable, slow to anger, and genuinely enjoys being with people,” says Thompson. “These are all attributes a good leader should possess.”

Generosity is also important to Coggin. In addition to lending his time and talents to the college by speaking to classes, he and Anna have created the Coggin Family Scholarship Endowment, which is awarded to a Haslam accounting and information management student, and the Coggin Family Faculty Endowment, bestowed each year to an outstanding accounting professor.

“I see the university as the economic engine for providing opportunities for people across our state,” Coggin says. “Being part of that is important to both of us.”
“My accounting degree from Haslam has opened doors of opportunity in healthcare, allowing me to gain experience in many areas, from internal auditing to financial reporting and investor relations, at both small and large companies.”

— MIKE COGGIN
Donor Report

Listed on the following pages are individuals, organizations, corporations, and foundations whose gifts of $250 or more were received by the Haslam College of Business in 2022. Each and every gift, regardless of amount, is sincerely appreciated. The generosity of our alumni and friends allows the college to provide the best possible educational opportunities for our students. Although every effort has been made to ensure the accuracy and completeness of our list of contributors, we acknowledge that the following list may contain inadvertent errors; please contact us with any corrections.

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*List reflects endowments established
June 1 - December 31, 2022
THE 13TH ANNUAL Alumni Awards Gala brought together students, staff, faculty, and alumni at the Knoxville Convention Center on Friday, November 11th. The evening recognized three alumni and one company for outstanding contributions to the college and to business in the state.
THE EVENT, benefiting the College Fund for the Haslam College of Business, honored Dave Clark (Distinguished Alum), Danielle Casson (Outstanding Young Alum), JTV (Outstanding Corporate Partner), and Don Bruce (Outstanding Entrepreneur).

TABLE PARTNERS
Knoxville native Danielle Casson (HCB ’07) has lived and worked in three states since graduating with high honors from the Haslam College of Business, but she’s managed to maintain close connections with her alma mater. “I’ve enjoyed giving back each year, hosting and attending alumni events, and keeping up with changes at the college,” Casson says. “It’s amazing to return to campus and see the growth.”

After earning a BSBA in finance, Casson moved to Charlotte, N.C., to work at a law firm. From there, she moved to the Washington, D.C., area to work for Lockheed Martin in a finance leadership development program. She then earned an MBA with distinction from the University of North Carolina’s Kenan-Flagler Business School, spending her summer internship at Barclays Investment Bank in New York and then joining the bank full-time after graduation as an associate in the financial sponsors group.

In 2014, Casson and her husband decided to move back to Charlotte, where she joined Jefferies, a global investment banking firm. Today, she is a managing director in the firm’s consumer and retail group and is the proud mother of two young children.

Recently, Casson spent two years serving the Haslam Young Alumni Board, which is comprised of alumni who are 40 years old or younger and exists to support alumni programming and establish a shared sense of community among graduates. “That was a wonderful way to reconnect,” Casson says. “I loved being able to meet other alumni on the board, hear what was going on, and see how our monetary donations are impacting students and providing opportunities for internships and studying abroad.”
JEWELRY TELEVISION (JTV)

Co-founded in 1993 by University of Tennessee, Knoxville, graduates Jerry Sisk and Bob Kouns and Haslam graduate Bob Hall (HCB ’75, MBA Accounting ’79), Jewelry Television (JTV) has grown from a small television broadcast to a live channel that broadcasts 24 hours a day through cable, satellite, streaming services, mobile apps, and social media platforms.

Based in Knoxville, JTV has a long history of investing in the community. The company has supported a variety of local and national nonprofit organizations and has also maintained strong ties to the Haslam College of Business, particularly to the Department of Business Analytics and Statistics. For the past two decades, the company has consulted with experts at Haslam, seeking applied analytics strategies that helped to streamline processes and offering opportunities for students to gain hands-on experience. As the relationship deepened, JTV realized they could help Haslam students by providing a capstone experience. JTV’s vice chairman, Charlie Wagner (HCB ’66), says, “We’re a data-driven company and analytics is fundamental to how we operate. Capstone experiences allow students to work with a real business, solving real-life problems.”

To that end, the JTV Center for Applied Business Analytics was created at Haslam in 2021 through a transformative gift. The center will focus on collaboration between businesses with issues requiring data analytics and teams of undergraduates in the Department of Business Analytics to enhance skill development in real-life situations. JTV’s gift will provide the center with funding for scholarships and fellowships, student travel to conferences and competitions, technological equipment, and administrative and faculty support.

“We think this new center will be very significant for the future of business, and we wanted to be part of something bigger than ourselves, or even our company,” Wagner says. “JTV’s founders are all UT graduates, and we felt this was an opportunity to endow something important that will last long into the future.”
Don Bruce (HCB, ’73) is recognized as a local and national leader in the home improvement industry. Bruce is the founder and CEO of American Home Design, a Nashville-based home improvement company he started in 1977. Built on a commitment to excellent customer service, American Home Design has completed renovations on more than 75,000 homes in Middle and East Tennessee over the years and has been listed in the top 50 home improvement companies nationally by Remodeling Magazine and Qualified Remodeler.

Bruce’s entrepreneurship reaches in other directions, including real estate development and aviation. After getting his pilot’s license in the 1980s, he has enjoyed using the skill for business ventures and to serve others. Bruce has flown dozens of missions for Lifeline Pilots and Angel Flight, two volunteer organizations that allow owners of private aircraft to fly seriously ill patients to treatment facilities around the country. He’s also helped transport coaches and team members from the UT Athletics program to recruiting events.

While a student at the University of Tennessee, Knoxville, Bruce was a catcher on the baseball team. His love for UT sports continues, and he regularly supports the athletics program along with the Haslam College of Business. “A lot of the things I learned as a student helped me move forward in my career,” says Bruce. “I had great support from my professors and fellow students.”

Bruce’s dedication to giving back has led him to speak to classes at Haslam, serve on the board of many nonprofit organizations, and volunteer as a teacher in the Sumner County judicial system’s recovery court program for men who have been incarcerated. His dedication to serving others in varied ways links back to his passion for entrepreneurship. “I always say if you love what you do and are passionate about it, you will never work another day—because it won’t feel like work.”
Dave Clark (HCB, ’99) started his career at Amazon in 1999, just three days after graduating with an MBA from the Haslam College of Business. He quickly rose through the ranks at the then-fledgling company, managing their operations launch in Japan and then overseeing the creation of several fulfillment centers in the US.

Eventually, Clark became Amazon’s senior VP of worldwide operations, building out their logistics systems and bringing robotics into fulfillment center operations. He also worked to create and expand Amazon’s delivery network, now one of the largest package delivery companies in the world. In 2021, Clark became Amazon’s CEO of consumer business.

After more than two decades at the company, Clark left Amazon in 2022 to take a CEO position at Flexport, a San Francisco-based supply chain technology company focused on freight forwarding and customs brokerage.

Much of the work Clark did in his early days at Amazon mirrored the projects he had tackled as an MBA student at Haslam. “I had some phenomenal professors such as Mary Holcomb and Missie Bowers who did a lot of work around transportation optimization,” says Clark. “They had us working on real-world problems with real companies, and that experience trained me to see what’s important when you’re running a business.”

Over the years, Clark has returned to Knoxville several times to teach classroom sessions and speak at the Global Supply Chain Institute’s forum. He’s also hired many Haslam graduates. “The college’s early relationship with Amazon is what connected me with the company, so I’ve tried to repay that by making sure we’re recruiting some of the incredible students coming out of Haslam’s programs.”
’70s

The Alumni Association presented Sharon G. Lee (HCB, ’75), retired State of Tennessee supreme court justice, with the Distinguished Alumnus/Alumna Award.

The Alumni Association presented Ronald Earl Frieson (HCB, ’81), COO of Children’s Healthcare of Atlanta, with the Distinguished Alumnus/Alumna Award.

Ben R. Wagner (HCB, ’78) was sworn in as TVA’s Inspector General.

’80s

Chicago-based entrepreneur, philanthropist, and former UT football player Stephen Davis (HCB, ’80) was honored with a Father’s Day award by the Sigma Pi Phi Fraternity and the Beta Theta Boule Foundation.

The Alumni Association presented Marty Brown (HCB, ’85), president of PYA, with the Alumni Service Award.

James Grimes (HCB, ’90) was appointed American Physician Partners’ senior vice president and chief financial officer.

Kelly Williams (HCB, ’92) joined Impact Housing, a manufacturer of homes built with modular construction technology, as director of business development.

’90s

Scott Bird (MBA, ’94) is now president and COO of Moxley Carmichael, a leading public relations firm in Knoxville.

The Alumni Association presented David Clark (HCB, ’91), president and CEO of Cereal Partners Worldwide, with the Alumni Professional Achievement Award.

In May of 2023, David McDaniel (MBA, ’92) will become Fourth Capital’s new president and chief banking officer.

Ross McKinney (HCB, ’99, MAcc,’00) joined Pennsylvania-based GTM as managing director, international tax.

The Alumni Association presented Ronald Earl Frieson (HCB, ’90), executive vice president of supply chain at Lowe’s, with the Distinguished Alumnus/Alumna Award.

Pinnacle hired Scott Peek (HCB, ’96) as a financial advisor in its client advisory group.


’00s

Scott Bird (MBA, ’08) joined Sierra Space as chief operating officer.

Patrick Booth and family at the Tennessee-Kentucky football game
Patrick Booth (HCB, ‘00) was named one of the Wisconsin Titan 100, which recognizes Wisconsin’s Top 100 CEOs & C-level executives. See photo, opposite page.

Atlanta Crowe LLP promoted Clark Hornstra (HCB, ‘06, MAcc, ‘07) to partner in audit services.

Restaurant Growth Services hired Kara Jacobs (MAcc, ‘03) as its chief financial officer.

Axle Logistics, co-founded by Drew Johnson (HCB, ‘07), was included for the seventh year running on the American Business Magazine Inc. 5000 list, which ranks every company based on its revenue growth rate.

Blount Memorial Hospital’s board of directors named Harold Naramore (PEMBA, ‘02) its new CEO.

Kyle Snyder (ADMBA, ‘05) is now the principal of Best Autonomous Insights.

Greg Wilson (HCB, ‘01) is now senior vice president at Paragon Bank and Paragon Financial Solutions in Memphis.

Kraft CPAs added Spencer Mercer (HCB, ‘07, MAcc, ‘09) to its Chattanooga team.

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

2022 DISTINGUISHED ALUMNUS AWARD

Randy Smith (HCB, ‘83, MAcc, ‘84), a Lincoln County, Tennessee native, began his career in public accounting in the tax department of Arthur Andersen. After leaving public accounting, he gained experience in various industries, including manufacturing, transportation, banking, venture capital, private equity, information technology, and healthcare. In 2005, he joined start-up healthcare software company Censis Technologies as CEO. It grew to be an industry-leading SaaS company. Censis was acquired by a Fortune 500 Company in 2019. In 2022, Smith retired from Censis and currently acts as an advisor to start-up and entrepreneurial ventures. He is a member of the AIM Roundtable, the Middle Tennessee UTK Alumni Board, the 1914 Society, and the Archway Society.

HUMANITARIAN AWARD

Michael T. Strickland, Bandit Lites founder and chair, received the CMA Foundation Humanitarian Award at the 56th Annual CMA Awards. He was honored for his “tireless advocacy for the entertainment industry” during the pandemic.

Joshua R. Marsh (MBA, ‘03) joined Mountain Commerce Bank’s Nashville office as a senior vice president and senior relationship manager.

Charles McRae (MBA, ‘02) joined the leadership team at Envision Healthcare as service line executive for the medical group’s Anesthesia Service Line.

Atlanta-based Femasys hired Michael Meier (MBA, ‘08) as vice president of sales and marketing.

Kraft CPAs added Spencer Mercer (HCB, ‘07, MAcc, ‘09) to its Chattanooga team.

Brandon Moore (HBC, ‘02) was elected vice president of Commercial Bank and will continue as a commercial loan officer at Morristown’s Millennium Square branch.
Hunter Baddour (MBA, ’11) and James Clawson (ProMBA, ’13) are making a splash in the college name, image, and likeness (NIL) business with their marketing firm, Spyre Sports Group, which represents Vol student athletes like Hendon Hooker, Cedric Tillman, and Jalin Hyatt. See photo, this page.

FedEx Services promoted Alan Blizzard (HCB, ’12) to digital marketing principal.

Kevin Dooley (ADMBA, ’19) is now the senior agile transformation leader at Carnegie Mellon University’s Software Engineering Institute (SEI).

Indie Memphis, which operates the annual Indie Memphis Film Festival, named Kimel Fryer (MBA, ’12) its new executive director.

Greg Gavrilets (MBA, ’15) is the new general manager at Mt. Rose Ski Tahoe.

Patrick Goswitz (HCB, ’17), spoke with the *Ritz Herald* on the advantages of changing brokerages.

UBS financial advisor Daniel Green (HCB, ’11) was named to the Forbes/SHOOK Top Next-Gen Wealth Advisors list.

Logan Hale (HCB, ’18) is president of recently opened Winsupply of East Tennessee HVAC.

Whitney Isola (EMBA-HL, ’19) is a founder and the COO of digital health startup OncoPower, which has been selected as a “startup to watch” in the venture community.

Michael Lindsey (ProMBA, ’19), associate professor and head of Collections and Access Services for UT’s Preston Medical Library, was selected for the 2022 Class of the Academic Leadership Academy.

Jason Miglin (HCB, ’11) joined Cushman & Wakefield, one of the world’s largest commercial real estate firms, to lead their category management team.

Nikhil Morar (HCB, ’19) is now manager of business analytics and strategy for the Los Angeles Lakers. See photo, this page.

Daniel Pellathy (PhD, ’16), a supply chain management instructor at Grand Valley State in Michigan, sat for a Q&A with *DC Velocity* on “Understanding and Valuing the Impact of Agility in Your Supply Chain,” a white paper he co-wrote for Haslam’s Global Supply Chain Institute earlier this year.

Trey Quealy (HCB, ’19), a category supply planner with Procter & Gamble, was recently profiled by *Poets&Quants* as one of its 2022 Best & Brightest Online MBAs.

Mario Ray (PEMBA, ’19) co-founded Ignite M.O.B., Memphis’s new social enterprise incubator and accelerator for minority-owned business owners and potential entrepreneurs.

James Shamiyeh (PEMBA, ’17) was honored by Knox News with a 2022 Health Care Heroes award for physician medical excellence.
Cody Taylor (HCB, ’13) joined LBMC’s Healthcare Valuation team in the Nashville office as a senior manager.

Aero-mark, LLC, appointed Paulina Todd (ADMBA, ’19) vice president of group marketing and finance.

Michael Vekasi (HCB, ’11) joined CargoBarn as vice president of sales.

Janet West (PEMBA, ’16), founder of RVA Baby, was profiled in a feature by Richmond Magazine.

East Carolina University hired Jesse Higdon (MSBA, ’22) as director of operations for its men’s basketball program, placing her in a select group of women in such a role.

Father and son duo John and Colby Knox completed the Master in Supply Chain Management Online program together in May of 2022.

UT’s Institute of Agriculture promoted April Massengill (ProMBA, ’21) to senior editor/writer.

Meharry Medical College named Michelle Nichols (PEMBA, ’20) senior vice president of clinical affairs.

James W. Haynes (PEMBA, ’21) was named dean of UTHSC College of Medicine—Chattanooga.

Edward C. O’Bryan (PEMBA, ’20) joined Graham Healthcare Capital as its chief medical officer.

The Trust Company of Tennessee hired John Samuel “Sam” Springer Jr. (MAcc, ’21) as a client specialist in the firm’s Knoxville office.

Major Jared (Boyd) Stewart (ADMBA, ’21) is now a management instructor at the United States Air Force Academy.

Nathan Freeman (HCB, ’22) joined S3 Recycling Solutions as a sales executive.

Colonel Ted Geasley (ADMBA, ’22) has been promoted to commander of the 118th Wing of the Tennessee Air National Guard.

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Curt Maggitt at “Kickball with Curt and Friends,” an event partnering EDGE with the City of Knoxville

GIVING BACK

Curt Maggitt (MBA, ’20) understands the value of learning on the field and in the classroom. During his undergrad years at UT he was a standout member of the Volunteer football team. After graduating, he went on to play for the Indianapolis Colts.

After three years in pro football and seven surgeries, Maggitt returned his focus to classroom, joining the Haslam College of Business as a Full-Time MBA student. Through earning his MBA in supply chain management with a concentration in entrepreneurship, he realized his personal goal of creating opportunities for inner city youth.

After graduation, he created the EDGE (Education, Development, Guidance, Empowerment) Foundation, where he is able to combine athletics and learning with his drive for community outreach.

EDGE aims to help youth reach their full potential through a combination of physical development and professional skill-building opportunities.

“We all have things that we can learn from each other. The goal is to drive value—how do we do that together?”

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

This update reflects information known as of December 2022.
Curtis Watson (HCB, ’73) has been known by a number of different names during his exciting path through life. One is the “Crossville Comet,” which is what he was called as a fullback playing football for UT and later with the New Orleans Saints and the Green Bay Packers.

Another was “Griz,” which is what he was called as a naval aviator landing on aircraft carriers and flying for the Blue Angels.

And yet another was, “Sir,” which is what actor Tom Cruise insisted on calling him during a preparation flight for the 1986 movie *Top Gun*. Watson, who did 323 carrier landings and “scared (himself) 323 times,” met with Cruise at El Centro, California, to give the actor a sense of what flying in a fighter jet actually feels like.

“He was just 23 years old at the time and nervous, so he kept calling me Sir,” Watson said. “I asked him to call me Griz instead, and he said, ‘Yes, sir!’ Of course, he was in a totally unfamiliar environment. Trust me, there’s nothing like getting in the back seat of a fighter aircraft. You can’t simulate anything that’s even close to it until you get in the actual airplane.”

With a sequel to *Top Gun* released in 2022—36 years later—Watson took some time to reflect on his career as a pilot. During his time in the US Navy, he flew planes including the T-2 Buckeye, TA-4J Skyhawk, LTV A-7 Corsair II, A-4 Super Fox, and F/A-18 Hornet.

“What a great airplane the F/A-18 Hornet is, with all of its thrust,” Watson said. “You could take it out to the end of the runway and pull it right into vertical and just keep going.”

Watson started flying as a teenager with his father in a Piper Tri-Pacer, which is how he first became introduced to aviation. After his time in the Navy, he joined FedEx as a pilot and flew cargo around the world. His sister, also a former Naval aviator, and brother-in-law flew for FedEx as well. Watson logged 9,522 accident-free hours before his retirement in 2015.

The best times of Watson’s life, he says, were playing football and flying airplanes. The camaraderie he experienced in doing so was unlike anything else he ever experienced.

“There’s no closer bunch of people than a football team, and you think that’s the closest group of people you’ll ever be around until you get in a Navy squadron,” Watson said. “There it’s a little bit different, because if you mess up in a football game you lose, but if you mess up in an airplane you lose your life. We were really close friends—sometimes we were only 30 to 36 inches apart!”

—Gerhard Schneibel
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