

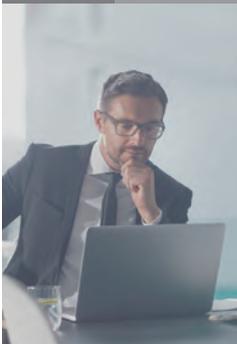
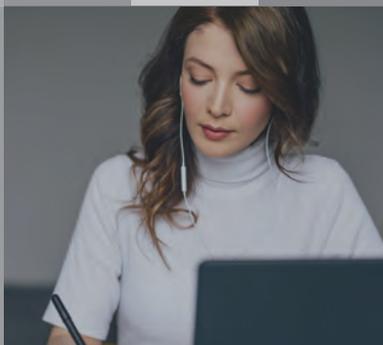
# HASLAM



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

**MAGAZINE**  
Volume 13, Issue 1





*Considering  
a graduate  
degree?*

**Haslam  
has options  
that work  
for YOU,  
wherever  
YOU are.**

***Flexible***

**Fully Online**

MS Supply Chain  
Management, Online

Online MBA

**Learn From Anywhere**

MS Management and  
Human Resources

**Weekend**

Professional MBA

**In-Person and Online**

Executive MBA  
*(Global Supply Chain, Healthcare  
Leadership, Strategic Leadership)*

Aerospace & Defense MBA

Physician Executive MBA

***Full-Time***

**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)



# Contents



*Christi*  
**BRANSCOM**  
*Called to Serve*

18

## Department News

### Thought Leadership

- 2 Haslam College of Business faculty are cited and featured by global news sources

### People

- 4 Staff Spotlight: Clarence Vaughn
- 10 Haslam College of Business welcomes 30 new faculty
- 12 Haslam's continued growth means plans for additional facilities

### Research

- 14 Home Ownership and the Racial Wealth Gap

## Student News

### People

- 26 Student Profile: Windham Taylor's adventure of a lifetime
- 29 Student Profile: Eugene Naughton drives Dollywood forward

## Advancement Report

### Numbers

- 31 Sources of Funds

### Philanthropy

- 32 Leader in Philanthropy: Michael Coggin
- 34 Development and Giving Report
- 36 Newly Established Endowments

## Alumni News

### People

- 44 Alumni Update
- 48 'Top Gun' in Real Life: Meet the Vol Who Trained Tom Cruise in Fighter Jets



**Alumni Gala:** Haslam College of Business Celebrates its 13th Annual Alumni Award Gala | 38

**Fully Engaged:** The Role of Diversity & Inclusion at Haslam College of Business | 22

# THOUGHT LEADERSHIP



**The Wall Street Journal**  
December 26, 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.

**Market Screener**  
December 21, 2022

“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.

**Supply Chain Brain**  
December 13, 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.

**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 CLS Blue Sky Blog**  
November 17, 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 Bhattarai, Matthew Serfling**, Clayton Homes Chair of Excellence in Finance and Myatt Faculty Fellow, and **Tracie Woidtke**, 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.

**Chattanooga Times Free Press**  
November 9, 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.

**Harvard Business Review**  
November 4, 2022

“To increase trust with your trading partners, start by looking at cultural fit and selecting the appropriate sourcing business model. And don’t underestimate the power of making a strategic choice to consciously build trust.”

**Kate Vitasek**, distinguished fellow, Global Supply Chain Institute, on building trust with suppliers.

**The Tennessean**  
June 19, 2022

“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.”

**Marianne Wanamaker**, George A. Spiva Scholar, Kinney Family Faculty Fellow, associate professor of Economics, and fellow, Global Supply Chain Institute, and executive director of UT’s Howard H. Baker Jr. Center for Public Policy, on an increasingly mechanized workforce.

**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 Myatt Faculty Fellow, on the summer 2022 tampon shortage.

**WalletHub**  
August 2, 2022

“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.”

# HASLAM

M A G A Z I N E

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

## HASLAM COLLEGE OF BUSINESS EXECUTIVE LEADERSHIP

### STEPHEN L. MANGUM

Dean, and Stokely Foundation Leadership Chair

### CHAD AUTRY

Associate Dean for Research and Faculty, and John H. "Red" Dove Professor of Supply Chain Management

### MICHAEL "LANE" MORRIS

Associate Dean of Undergraduate Studies and Student Affairs and the John W. Fisher Professor of Innovative Learning

### BETSY ADAMS

Assistant Dean of Finance and Administration

### GEORGE DRINNON

Assistant Dean for Undergraduate Programs

### SARA EASLER

Assistant Dean for International Programs and Partnerships

## HASLAM MAGAZINE

### TANYA G. BROWN

Executive Director of Marketing and Public Relations | Editor-in-chief

### S. SETH REAGAN

Executive Director of Advancement

### MEREDITH HULETTE

Senior Director of Advancement

### JESSICA LEIGH BROWN

Writer

### JILL KNIGHT

Design and Production

### CHARLES BROOKS

Photographer

### STACY ESTEP AND SCOTT MCNUTT

News Lists, Compilations, and Featured Research

*Haslam Magazine* is published twice yearly by the University of Tennessee, Knoxville, Haslam College of Business and is printed by University Printing & Mail.

*A Note from the Editor:* In the summer 2022 issue, two articles lacked appropriate attribution. Both "AMAZE Students Create Marketing Solutions for Corporate Partners" and "Kelli Ross," a student profile, were written by Stacy Estep.

## WE WANT TO HEAR FROM YOU!

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



@HASLAMUT



@HASLAMCB



@HASLAMUT



HASLAM COLLEGE  
OF BUSINESS



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](http://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

CLARENCE VAUGHN

## A Passion for Community

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.

## ACCOUNTING AND INFORMATION MANAGEMENT

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.



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.



**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.

## BOYD CENTER FOR 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.

**LeAnn Luna**, former center director **Bill Fox**, and former center professor **Enda Hargaden** had their paper, "Statutory Incidence and Sales Tax Compliance: Evidence from Wayfair," published in the *Journal of Public Economics*.

**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.



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.



Through its monthly podcast, GSCI continues to explore trending topics in the world of supply chain management. Recent episodes featured Pfizer VP of Global Clinical Supply

Michael Ku speaking on “Delivering hope for the supply chain marathon” and Marianne Wanamaker, executive director of the Baker Center for Public Policy, on “Is a recession coming? A discussion on the business cycle of a nation.”



**Chad Autry, associate dean for research and faculty, was named the John H. “Red” Dove Professor in Supply Chain Management.**

SUPPLY CHAIN MANAGEMENT



project 44

**Alex Scott** collaborated with Supply Chain Forum partner project44, the world’s leading advanced visibility platform for shippers and logistics providers, to develop a transportation sustainability index that seeks to curb transportation emissions. Scott’s innovation not only helps buyers of transportation services find greener transportation service providers, but also, it rewards the sustainable carriers themselves. The University of Tennessee Research Foundation recently executed an exclusive license agreement with a leading digital supply chain visibility provider for Scott’s technology.



Clockwise, from top left: Randy Bradley, Wendy Tate, Shay Scott, John Bell, Yemisi Bolumole, Kate Vitasek, Alan Amling, and Tom Goldsby

**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 Council of Supply Chain Management Professionals announced **John Bell** as one of the winners of the 2022 E. Grosvenor Plowman Award for best research paper at the

Academic Research Symposium in Nashville, Tennessee.

**Andrea Sordi** and **Shay Scott** were interviewed by *The Purchaser* magazine for an article that explored how the GSCI and UT’s highly ranked supply chain programs, which center on the concept of an end-to-end supply chain, are preparing students and business leaders for a changing world.

The Transportation Research Board (TRB) Executive Committee selected **Yemisi “Yem” Bolumole** 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.

**H**aslam'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.

COLLEGE WIDE



## 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.

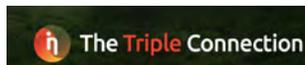


**Chris Craighead** is the inaugural FedEx Chair of Supply Chain Management. Craighead also co-authored an article for *Entrepreneur and Innovation Exchange* on how companies can reinvent themselves post-COVID.

## 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 benefiting from using **The Triple Connection**, the innovative web-based simulation game that Sordi developed with **Inchange**. Sordi also discussed the importance of sustainability and diversity in supply chain on the **GSCI blog**.



## JTV CENTER FOR APPLIED BUSINESS ANALYTICS

### 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.



STAFF

**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*.



Clockwise, from top left: Tracie Woitdtko, Scott Guernsey, Eric Kelley, Samuel Adams, Connor Kasten, Larry Fauver, Andy Puckett, Michael Yates, Phillip Daves, and Ashleigh Eldemire-Poindexter

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 Woitdtko** 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 Woitdtko** was presented at the Financial Management Association Meeting in Atlanta and at the Securities and Exchange Commission.

“Classified Boards: Endangered Species or Hiding in Plain Sight” by **Scott Guernsey**, Feng (Jason) Guo, Tingting Liu, and **Matthew Serfling** was presented at the Australasian Finance and Banking Conference, China International Conference in Finance, Financial Management Association European Meeting, and Financial Markets and Corporate Governance Conference.

**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.

“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.

“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*.

“Does Homeownership Reduce Wealth Disparities for Low-Income and Minority Households?” by **Ashleigh Eldemire-Poindexter**, Kimberly F. Luchtenberg, and Matthew Wynter was awarded the Best Registered Report on Discrimination, Disparities, and Diversity in Finance by the *Review of Corporate Finance Studies*.



FINANCE



Top to bottom: Harold Black, Dipesh Bhattarai



**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.



Haslam hired **Deborah Watts** as its director of executive programs in Nashville. Watts previously served as executive director of Spark, Lipscomb University's idea center.

## GRADUATE AND EXECUTIVE EDUCATION

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.

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



## Physician Executive MBA

The first physician leadership degree program in the country, **Haslam's Physician Executive MBA**, graduated its 25th cohort in the fall of 2022.



**Youngtak Kim** won INFORMS Marketing Science's 2022 ISMS Doctoral Dissertation Early Stage Research Grant and the European Marketing Academy's 2022 EMAC-Sheth Foundation Sustainability Research Competition.

## MARKETING



**Charles Noble** co-edited a book, *The PDMA Handbook of Innovation and New Product Development* (4th edition), with Ludwig Bstieler.



**Stephanie M. Noble** published a co-authored paper, "The Fifth Industrial Revolution: How Harmonious Human-Machine Collaboration is Triggering a Retail and Service [R]evolution," in *Journal of Retailing*.



**Youngtak Kim** published a co-authored paper, "The Performance Impact of Marketing Dualities: A Response Surface Approach to Resolving Empirical Challenges," in *Journal of the Academy of Marketing Science*.



"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*.

**Annika Abell**, **Leah Smith**, (PhD, '20), and Dipayan Biswas co-authored "What's in a 'Happy' Meal? The Effects of Smiley Faces in Restaurant Logos on Price and Healthfulness Perceptions," forthcoming in *Journal of Advertising*.

"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**.

**Alex R. Zablah** was selected to participate in the inaugural Chancellor's Leadership Academy for 2022-2023.

Top to bottom: Charles Noble, Stephanie Noble, Tyler Milfeld, Daniel J. Flint, Alex Zablah, Annika Abell, and Mohammad Saljoughian

# NEW FACULTY

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



**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](https://haslam.utk.edu/future)



While the new building is in its design phase, this rendering is an idea of what it might look like.

**“Four of the eight largest majors at UT are located within Haslam.”**

— LANE MORRIS, ASSOCIATE DEAN OF UNDERGRADUATE STUDIES AND STUDENT AFFAIRS AND THE JOHN W. FISHER PROFESSOR OF INNOVATIVE LEARNING

## 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 McCloud**, 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**

## QUICK FACTS

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

**2022** 7,227 students

**2021** 6,156 students

**2020** 5,634 students

**2019** 5,362 students

**2018** 5,089 students

**2017** 4,875 students

**2016** 4,696 students

**2015** 4,501 students

**2014** 4,247 students

**2013** 3,804 students

**2012** 3,575 students

**#26** IN 2022

US News & World Report Best Undergraduate Business Program

**#37** IN 2012

**Projected Growth**  
in Enrollment and Faculty

**2025**  
8,200 Full-Time, In-Person Students  
188 Full-Time Faculty\*

**2030**  
10,500 Full-Time, In-Person Students  
225 Full-Time Faculty\*

\*not including staff and part time faculty

# Home Ownership and the Racial Wealth Gap



**F**or 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 home ownership accumulate less wealth from the transition, and that financial fragility

**The takeaway is that homeownership helps to build wealth for low-income households, but the effect is much less for minorities.**

—ASHLEIGH ELDEMIRE-POINDEXTER

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

"Does Homeownership Reduce Wealth Disparities for Low-Income and Minority Households?" *Review of Corporate Finance Studies*, spring 2022, received the journal's award for Best Registered Report of 2022.

## EPA Grant Awarded



# \$741,864

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.



**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.



## 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.



**Benjamin Compton** was promoted to distinguished lecturer.



**Kimberly Sims** was promoted to senior lecturer.

Top to bottom: Don Bruce, James Lake, Celeste Carruthers, Marianne Wanamaker, Benjamin Compton, and Kimberly Sims

## AWARDS

### HASLAM RESEARCH AWARDS

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

**Larry Fauver**, Finance—Haslam Family Faculty Fellow

**Mike Galbreth**, Business Analytics and Statistics—Cheryl Massingale Faculty Fellow

**David Gras**, Management and Entrepreneurship—Ed Boling Business Faculty Fellow

**Matt Harris**, Economics—Joe Johnson Faculty Fellow

**Jonathan Hasford**, Marketing—Stewart Bartley Family Faculty Fellow

**Kelly Hewett**, Marketing—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

## INTERNATIONAL PROGRAMS AND STUDY ABROAD



The program's director and assistant dean for international programs and partnerships, **Sara Easler**, told *WorldStrides*, "Students are eager to get back out into the world and experience for themselves the life-changing encounters that are inevitable during a study abroad program."

**Easler** presented "Mind the (Skills) Gap: Matching Global Learning Initiatives & Competencies to Employer Expectations", at the 2022 Forum on Education Abroad's Career Integrated Global Learning Conference, in Milan, Italy.

## BUSINESS ANALYTICS AND STATISTICS



*Production and Operations Management* published **Sean Willems'** co-authored paper, "Supply chain challenges in the post-Covid Era."



**Tom Huang's** co-authored paper, "Opaque Selling and Inventory Management in Vertically Differentiated Markets," was published in *Manufacturing & Service Operations Management*, and "Strategic Information Sharing of Online Platforms as Resellers or Marketplaces" was published by *Marketing Science*.



**Emre Demirkaya** and **Lan Gao's** paper, "Optimal Nonparametric Inference with Two-Scale Distributional Nearest Neighbors," was published by *Journal of the American Statistical Association*.



**Missie Bowers** will present a seminar on "The Maintenance Conversion Scheduling Problem: Models and Insights" in the spring of 2023 at Northern Illinois University's Department of Industrial and Systems Engineering.



In the fall, **Gil Souza** spoke on "Consumer Behavior Towards Different Carbon Footprint Reductions" at North Carolina State's Poole College of Management.



**Mike Galbreth** spent June 2022 as a visiting scholar at University College in Dublin, Ireland, where he lectured and met with faculty and doctoral students to discuss his research in the field of retail operations.



**Ham Bozdogan** delivered the keynote address at an international research conference on "Research and Application of Artificial Intelligence for Sustainable Development" at Enugu State University of Science and Technology, Nigeria.

The Department of Management and Entrepreneurship presented the following awards:  
SEO Doctoral Student Research Promise Award: **Becca Arwine** and **Gavin Williamson**;  
SEO Doctoral Student Outstanding Teaching Award: **Ace Beorchia**; and SEO Doctoral Student Outstanding Research Award: **Ashley Roccapriore**.



Clockwise, from top left: Becca Arwine, Gavin Williamson, Ashley Roccapriore, and Ace Beorchia

## MANAGEMENT AND ENTREPRENEURSHIP

**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*.



Clockwise, from top left: Jackie Jacobs, Anne Smith, Tim Pollock, David Gras, Ernie Cadotte, Jessica Jones, Natalia Yakushko, Dave Williams, Tim Munyon, and Shannon McCloud

## 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.



UT-SHRM celebrated its 20th anniversary. Alumni returned to share memories with more than 50 students on campus.

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."

**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*).

**Tim Munyon** and **David Williams** published a paper, "The (not so) dark side of entrepreneurship: A meta-analysis of the well-being and performance consequences of entrepreneurial stress" in *Strategic Entrepreneurship Journal*.

**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.

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

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

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



**Eva Cowell** and **Lindsay Mahony** were promoted to senior lecturers.

## AWARDS

### HASLAM RESEARCH AWARDS, cont.

**Paolo Letizia**, Business Analytics and Statistics—Ray and Joan Myatt Faculty Fellow

**Luis 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



*Christi*  
**BRANSCOM**  
*Called to Serve*

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.



## Knoxville native

Branscom grew up attending football games with her father, who had attended the University of Tennessee. “My dad was the greatest mentor I’ve had in my life,” Branscom says. “If he went to UT, that’s what I was going to do, too.” While pursuing a degree in business administration with a concentration in finance, she found community at the Haslam College of Business.

Later, Branscom attended law school at the University of Memphis and worked in a private practice for a few years before returning to join the family real estate firm, Partners Development, as general counsel. “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 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 found myself saying ‘yes,’” she recalls. “I realized that if I didn’t take on this challenge now, I probably never would. I wanted to be stretched and to understand whether I could be successful in another arena.”

After serving as senior director of public works for a year, Branscom was promoted to deputy mayor/chief operating officer for the city. In 2017, after about six years with the city, Branscom returned to her work at the family real estate firm—but having fallen in love with public service, she was forever changed. “You get

infected by it,” she says. “On the local level, especially, you can make a direct, positive impact in your own community.”

### 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.” As commissioner of general services, Branscom officially oversees all purchases the state makes, from ball-point pens to bulldozers.

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.





I



E

D



V



# FULLY ENGAGED

## THE ROLE OF DIVERSITY & INCLUSION

### *Unity. Collaboration. Cultural awareness.*

That's how Haslam College of Business leaders describe the college's efforts to promote diversity and inclusion among faculty, staff, and students.

In October 2022, the college hosted its first-ever Diversity Summit with the theme "Bridging Cultural Gaps." While the event focused on students, it also included faculty and staff with breakout sessions for each group. Kendall Williams, a senior in supply chain management, especially enjoyed those. "The topics were very relevant, helping us engage with different people across cultures and communities," says Williams. "It was encouraging to talk to peers that we can relate to easily."

The Diversity Summit is just one of many efforts led by the Office of Diversity and Community Relations (ODCR). Created in 2005, the ODCR exists to create a welcoming and inclusive environment for faculty, staff, and students. Its vision impacts all the college's processes, from student outreach to retention to faculty searches.

### 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



S



T



R



I



Y

“This is not about separating people into us versus them, this is ‘we.’”

—CLARENCE VAUGHN

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. In this program, selected students attend four sessions taught by PepsiCo executives on topics related to diversity and business. “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 resumés, 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

# I N C L



# S O U I N

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

—DEAN STEPHEN L. MANGUM

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.” ●

Previous page and this page: Students, faculty, staff, and guest speakers at the inaugural Haslam College of Business Diversity Summit; Opposite: The summit’s keynote speaker Ken Bouyer, EY Americas Director of Inclusiveness Recruiting gathers with director of the Office of Diversity and Community Relations Clarence Vaughn and 2022 Diversity & Inclusion Award Recipient and Department of Management and Entrepreneurship senior lecturer and BETS mentor Eva Cowell.

WINDHAM TAYLOR

## The Adventure of a Lifetime



**W**hen 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." ●

**ANDERSON CENTER FOR  
 ENTREPRENEURSHIP & INNOVATION**



Left to right:  
 Anthony Do,  
 Taylor Gingrich,  
 and Tanner  
 Hawkins



Left to right:  
 Matthew Conner,  
 Ian Parten,  
 Colin Hudgins,  
 Anderson  
 Center executive  
 director  
 Lynn Youngs,  
 Alexandria  
 Carter, Zain  
 Zitawi, and  
 Taylor Gingrich

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.



COLLEGE WIDE

**2,380**  
 NEW STUDENTS, FALL 2022

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).



## 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.

## 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.



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, Peyton Boord, Joe Kato, Anna Kowalski, and Grace Ergastolo (not pictured: Lyndsey Huizenga)

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.



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.

## GRADUATE AND EXECUTIVE EDUCATION

# 820 NEW GRAD STUDENTS

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.

## 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.

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





EUGENE NAUGHTON

## 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



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, Will 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.



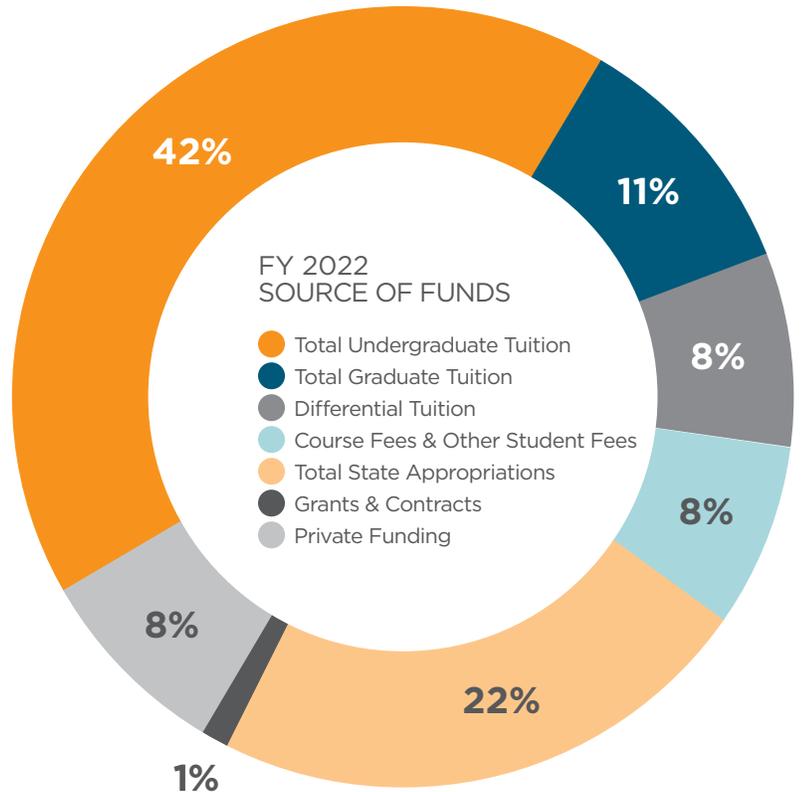
Second-year business analytics and statistics doctoral student and HP intern **Harshvardhan** was first runner-up in HP's InternStellar Award (Technical Impact Category) for his work tuning machine learning models for better demand signal recognition to forecast worldwide demand for printers.



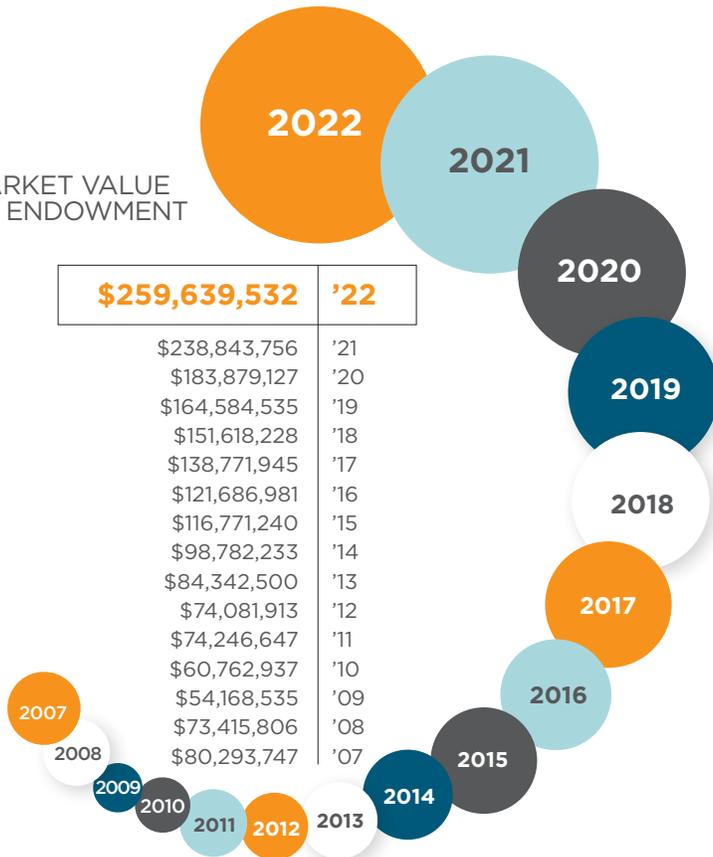
# Sources of Funds

**G**rowth 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.

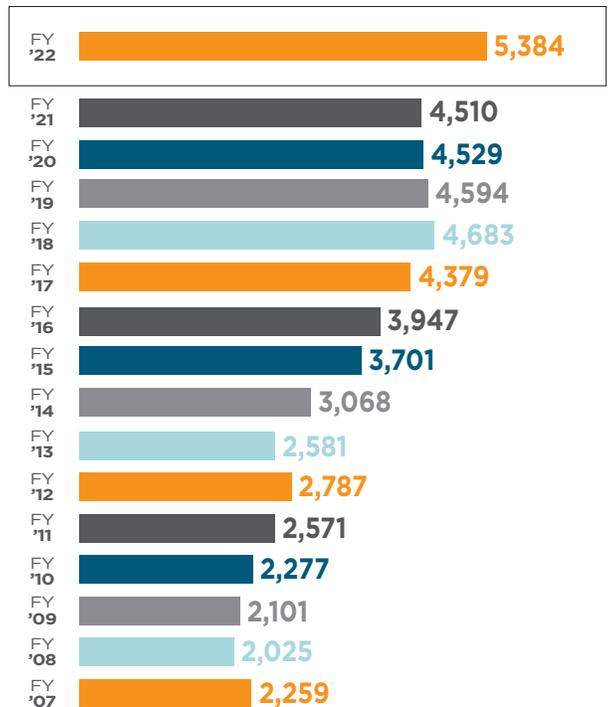
— BETSY ADAMS, ASSISTANT DEAN OF FINANCE AND ADMINISTRATION



MARKET VALUE OF ENDOWMENT



NUMBER OF DONORS



MIKE COGGIN

## Leading Accounting in Medicine

**M**ike 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.

## OVER \$500,000

The Anderson Family  
The Haslam Family  
Michael W. & Suzanne S. Masters  
Karen L. Sisk  
William Way

## \$250,000-\$499,999

Anonymous  
William H. Vandergriff

## \$100,000-\$249,999

Amazon  
Bush Brothers & Company  
FedEx  
First Horizon Foundation  
Michael Flanary  
Mark & Dawn Huber  
Wilma E. Jordan  
Kenco Group  
Russell L. & Jennifer C. Lamb  
George R. & Margaret A. Melton  
Jack P. & Patricia H. Mills  
Gerald T. & Terri Niedert  
Ryder  
Schneider Electric  
Gregory L. & Lisa V. Smith  
William B. & Kay H. Stokely III

## \$50,000-\$99,999

Glenn C. & Suzanne W. Andrews  
Axle Logistics  
James B. Baker  
Art P. & Angelyn W. Beattie  
Cummins  
Milton H. & Mary L. Ellis III  
David M. & Dana M. Evans  
Farm Bureau Insurance - Tennessee  
Lyle & Rhonda Gardner  
Charles C. & Margaret L. Gerber  
Buddy & Anita Helton  
Jerry & Kay Henry  
Lee Herring  
William M. & Jan S. Hewgley Jr.  
Jeff & Cindy Joyce

William C. & Kerry H. Kirkland  
Gregory Meyer  
Mondelez International  
Kenneth R. Mullé  
Joseph M. & Barbara L. O'Donnell  
Pfizer Foundation  
P&G  
R&S Logistics  
Normand D. Turgeon  
Volunteer Traditions  
Ray & Diana West  
WestRock Shared Services

## \$25,000-\$49,999

Jeff S. & Jacqueline G. Abbott  
William Abington  
Charles Bamford & Yvonne Hinson  
James & Murray Benz  
Jim Bird  
Timothy M. & Mary E. Blair  
John H. Boll  
Rufus S. Bowden II  
Marty & Ann Brown  
Capital One  
CGI Federal  
Michael S. & Anna K. Coggin  
Colgate-Palmolive Company  
Consolidated Nuclear Security  
Jesse M. Curtis  
Daugherty Business Solutions  
Dominion Energy  
Daniel H. Dougherty  
Energizer Holdings  
FORVIS  
John & Renee Hawkins  
Charles K. & Pamela H. Hendrix  
Kolin & Misty Holladay  
Daryl P. Johnson  
Timothy F. & Janet W. Kercheval  
Knaster Charitable Remainder Trust - Michael Lobel, Trustee  
Leidos  
Lowe's Companies  
Maine Pointe  
A. David & Sandra L. Martin  
Cheryl S. Massingale  
McCormick & Company  
Nissan North America  
Erik Owino  
Perry & Elaine Ozburn Jr.

Pilot Company  
project44 project  
PYA  
Ramsey Family Foundation  
Scott & Dianna Roe  
Bradley P. Roll  
S.C. Johnson & Son  
Jim & Laurie Seabury  
Shaw Industries Group  
Richard A. & Ann S. Smith  
SouthEast Bank  
Takeda Pharmaceuticals  
North America  
Andy & Joanie Taylor  
Tennessee Valley Authority  
LeAnne Miller Tijero  
Trimble  
Monte G. & Margaret L. Turner  
Christopher F. & Melissa J. Wyatt

## \$10,000-\$24,999

A.T. Kearney  
William B. & Alyssa A. Acree III  
Rodney W. & Molly P. Adams  
American Marketing Association  
- Knoxville Chapter  
Autit  
Robert O. & Phylis K. Baron  
Baxalta US  
Thomas & Jennifer Bell Jr.  
Bill & Melba Blevins  
Breast Connect  
H. Carey Brown  
Don & Joan Bruce  
Leigh A. Burch III  
Blaise A. & Pollyanna E. Burch  
Burlington Northern & Santa Fe Corporation  
C.M.H. Services  
CBRL Group Foundation  
G. Fenn Church  
John M. & Jessica L. Clark III  
Coretrust Purchasing Group  
Courthouse Retrieval System  
L. Michael & Carolyn B. Cuddy  
Cumberland Capital Partners  
Matt & Mary Dallas  
Dell  
Denso  
DHL Supply Chain  
Charles W. Duggan  
Dura-Line  
EAN Holdings  
Eastman  
Mark & Conchi Emkes  
Enterprise Holdings Foundation  
Expeditors International of Washington  
Lester E. Finnell Jr.  
Brennon A. & Elizabeth T. Fitzpatrick  
Brian & Heather Foley  
Michael & Jenny Galbreth  
Genpact  
Geodis  
Green Mountain Technology

Hanes Brands  
Jerre R. & Barbara L. Haskew  
Tom S. & Constance E. Hawkins Jr.  
W. Blaine & Robin Hawkins  
Holly Corporation  
Hyster-Yale Materials Handling  
IBM  
David A. & Debbie A. Ingram  
Intertape Polymer  
Philip C. & Margo G. Jacobs  
JB&B Capital  
Johnson & Johnson Family of Companies  
William F. & Bennie E. Johnson  
David P. & Jeanne Claire Jones  
William H. & Janet R. Keith  
James J. & Penny Y. Keras Jr.  
Kimberly-Clark Corporation  
Knoxville Utilities Board  
Michael A. & Pamela S. Koban Jr.  
La-Z-Boy  
Matthew A. & Julie J. Litfin  
Louisiana-Pacific Corporation  
Stephen L. & Troba Mangum  
Martin-Brower  
Robert A. & Jennie T. McCabe Jr.  
John & Johanna McCormick  
James I. & Kathy J. Newsome III  
Rhonald C. Pannell  
Pepsico Foundation  
Philips Corporate  
Propeller Club  
Joseph L. & Sharon M. Pryse  
Jerry & Suzanne Ratledge  
Ravago Americas  
Regal Foundation  
Martin L. & Carol F. Robinson  
King W. & Judy Rogers III  
Saia LTL Freight Corporate  
SAIC  
Louis & Sherlene Schumacher  
David & Jane Schumann  
Matthew A. Serfling  
Smith & Nephew  
Randall E. Smith  
South Carolina Ports Authority  
Michael & Rebecca Sutton  
Sysco Corporation  
Mark & Keri Tasman  
The Clorox Company  
Arthur & Hasseline Thompson Jr.  
DHL Logistics Services  
Tower Community Bank  
Tractor Supply Company  
Trust Company of Tennessee  
Paul & Lori Vetter  
Diane Walker & Raffi Markarian  
Samuel A. Watson  
Xpress Global Systems

## \$5,000-\$9,999

21st Mortgage Corporation  
John & Donna Adams  
Astronomer Inc.  
James H. & Beverly K. Atchley  
William F. & Hannah L. Bell Sr.

Colin E. & Jennifer A. Bell  
Leonard J. & Laura B. Berlik  
Beverage Control  
Karen M. & Mark S. Bowling  
Christopher & Rebecca Bray  
Jim E. & Deidra H. Brogan  
Steven R. & Valorie J. Brown  
Trey & Sarah Brown  
James A. & Ann S. Burgin  
Andrew Burns & William Thomas  
Kim C. & Angel A. Cameron  
Richard E. & Susan H. Cardwell  
Caterpillar Financial Services Corp.  
James W. & Melissa P. Charles III  
Randall W. & Vicki S. Clayton  
Colortech  
Coyote Logistics  
Reaves M. & Helen P. Crabtree  
Tommy H. & Susan W. Crunk  
Marc D. & Kelli S. Davenport  
Sarah W. & Ryan D. Dodd  
John C. & Melissa K. Doster Jr.  
E & J Gallo Winery  
Norman D. & Deborah K. Estep  
Exel Logistics  
Alan Fan  
James C. & Marcia L. Foxworthy  
Donald W. & Suzanne H. Freeman  
Robert & Karen Gooze  
Kostyantyn & Karmen Grabovskyy  
Paul F. & Patricia A. Green  
Chris M. & Susan M. Hadorn  
Christopher & Jennifer Hillenmeyer  
Regal Foundation  
I.G. Services  
Information Technology for Enterprises  
Robert M. & Beverly P. Johnson  
KaTom Restaurant Supply  
Ben S. & Beverly A. Kimbrough Jr.  
Paul D. & Tammy S. Koonce  
Joseph & Sonya LaPorte III  
Chris & Quinita LaPorte  
Sam & Marlo LaPorte  
Stephen & Elizabeth LaPorte  
William E. & Pamela R. Lee  
Michael K. Littlejohn  
Michael A. & Tina A. Lobel  
William & Elizabeth Lowe  
Lutron Electronic Company  
Joe D. & Penny W. McDonald  
Janet L. McKinley  
Will McNeeley  
William & Lynda McNeeley  
Robert W. & Stacy A. Mertz  
Patrick G. & Cristina M. Min  
Chad A. Moore  
Michael D. & Jennifer B. Morgan  
Michael J. & Kimberly A. Musso  
Terry L. & Robin A. Neal  
Palmer Donavin  
James S. & Patricia C. Pendergrass  
Edward V. & Karen D. Pershing  
Piedmont Plastics  
Pinnacle Financial Partners  
Robert & Vicki Power

Pugh CPAs  
Radio Systems Corporation  
PetSafe  
Richard B. & Jane M. Ray Jr.  
Wesley & Katie Rich  
RSM US Foundation  
Ronald L. & Julia L. Samuels  
James Schwab & Kyle Spaul  
Shamrock Trading Corporation  
Howard W. & Barbara W.  
Sherrod Jr.  
Jerry & Tina Simmerly  
Taylor & Jean Simonton  
Michael & Mickala Sisk  
A. Dean & Ann H. Skadberg Sr.  
James F. Smith Jr.  
David M. Snapp  
Benjamin K. & Christy L. Stanga  
Stephen P. & Christina M. Stern  
Matthew & Wendy Stone  
Michael T. Strickland  
Herman J. Tallman  
Robert M. & Anne E. Taylor  
Tennessee Independent  
Telecommunications  
Kayla Tomson  
Timothy W. & Amy N. Williams  
John R. Willis III

### \$2,500-\$4,999

Edward A. & Roberta T. Adams Jr.  
Jerome M. Allen Jr.  
Howard B. & Wendy C. Allenberg  
Adam & Jamie Bean  
John W. & Carol L. Beard  
John & Tyra Behrens  
Douglas B. & Lori W. Blalock  
Thomas P. & Sandra L. Brown  
Bill Carpenter  
Danielle R. Casson & P.J. Martin  
Robert & Margaret Christopher  
Susanne Church  
Cintas  
Kevin & Jacquelyn Clark  
Craig C. & Keri W. Cochran  
Michael T. Crotty  
Jeffery W. & Janet P. Davis  
Deloitte Foundation  
Kerry & Martha Dodd  
Don C. & Sandra H. Fancher  
Michael P. Fath  
Kevin B. & Tracy L. Ferguson  
J.A. Fielden Company  
Gartner  
Michael D. & Elizabeth J. Greene  
Sam F. & Leslie B. Grigsby Jr.  
Michael D. & Jennifer K. Haynes  
Thomas & Holly Heming  
Logan & Johnnie Hickman Jr.  
Jenneen Kaufman  
Sean P. & Amy P. Kelly  
Joseph & Stephanie Kelly III  
Christopher P. & Donna G. Kinney  
Mark & Lindy Kinser  
Ronald & Ann Layne  
Benjamin W. & Rebecca C. Lester  
Herbert S. Logan  
Winn & Elizabeth Maddrey  
James C. & Charlotte A. Maples  
Mary K. McDaniel  
Modern Woodmen of America  
Mark & Carol Moon  
Norfolk Southern Corporation  
Thomas A. Pannell Jr.

Lamar J. & Debra B. Partridge  
David P. & Cheryl M. Perrot  
Phillip S. & Kathy J. Piper  
Gary M. & Susanna S. Pratt  
Regions Bank  
Roane Transportation Services  
Brett W. Rousch  
Mark & Patricia Sanders  
Robert E. & Anne L. Sandlin  
Jason M. & Jean M. Scheffer  
Scott A. & Kathryn W. Selbach  
Jennifer S. Shinpaugh  
Travis M. Smith & Deborah R.  
Stairs  
Aaron & Eva Snyder  
Samuel H. & Linda G. Taylor Sr.  
TeamHealth  
Tennessee Valley Human  
Resource Association  
Neal & Cathy Townsend  
Willie O. & Edith W. Turner Jr.  
Peter J. & Sarah L. Turner  
Jamie R. Underwood  
Ben & Amanda Wagonfield  
Jerry W. Walker  
Brian D. & Bonnie D. Wantling  
Whirlpool  
Christopher Zinzi

### \$1,000-\$2,499

Carson & Kari Anderson  
Todd & Periann Archer  
Phil M. & Kathy B. Baggett  
John W. & LeeAnn M. Bailes  
Jonathan C. Bailey  
Jennifer S. Banner  
Michael T. Barham  
Benjamin S. Barnett  
Dolores P. Barr  
Thomas V. & Janet I. Baudry  
John & Lauren Belcher  
John E. Bell  
Lewis R. & Karen A. Belote III  
Gary W. & Julia A. Bentley  
Stacey & Elizabeth Berner  
Mike A. & Nancy M. Berry  
Ken & Dawn Bertsche  
Bill Waltman  
Robert M. & Amelia S. Blake  
Christy A. Blalock  
Wayne E. Blasius  
John H. Bond  
Nathaniel A. & Virginia I. Borghi  
Rick & Vicki Boyd  
Christi M. Branscom  
Carl & Hillary Brink  
Charles W. Brinkley Jr.  
Paul & Shirley Pih Broadbery  
Christopher A. & Anne M.  
Brown  
Joseph R. & Carmelita G.  
Brown Jr.  
Brian & Becky Brown  
Roger Bush & Larry Young  
Mike & Anne Cannata  
Richard W. & Nancy S. Cardin  
Charles T. & Vicki P. Carlisle Jr.  
Daniel K. & Diane G. Carter  
L. Scott & Cynthia M. Cassidy  
Robert R. & Amy S. Cathey  
Lillian H. Chaney  
Michael K. & Regena D. Chapman  
John & Gabrina Charles  
Cynthia N. Chassereau

John M. & Carol A. Childress II  
James & Somer Chyz  
Alan & Kim Ciukowski  
David & Molly Clark II  
Paul E. & Terri S. Clark  
Eugene E. Clark  
Marsha K. Clayton  
Mark E. & Sharon K. Collins  
Richard E. & Stacey E. Conaway  
Peter P. Costa  
Woody S. & Judy A. Cozart  
Scott D. Craig & Jill E.  
Gordon-Craig  
David W. & Barbara L. Crippen  
David H. Crumpton  
William C. & Lauren M.  
Cunningham  
Phillip R. & Mary B. Daves  
Phillip J. & Katherine E.  
Davidson  
Clay S. & Anita G. Davis Jr.  
James W. & Sydney Deitrick  
Tyler B. & Jessica P. Dempsey  
Shawn & Stephanie Devine  
David & Terri Dieter  
John R. & Diana J. Doss III  
Jim R. Doyle  
Deana Drewry  
Jeffery S. Drummonds  
Mario & Fanny Dudzinski  
Taylor & Melissa Dunn  
Eastman Credit Union  
Martin & Jessica Eaton  
Emily M. Edwards  
James B. & Sharon H. Edwards  
Christopher & Elizabeth  
Etheredge  
Michael & Kelly Faris  
Phillip & Darby Farmer  
John A. & Stephanie B. Felker  
Neil & Suzanne Fischer  
Shirley A. Flynn  
Robert & Catherine Ford  
Edwin & Karen Fort  
Duncan & Karol Fort  
Mark & Lori Fournier  
William F. & Deborah G. Fox  
Ronald R. Franklin  
Keith & Tracy Frazier  
David & Melissa Freeman  
J. Lee & Connie Fry III  
Phillip M. & Jinny B. Furlong  
Vincent M. & Carol J. Fusco  
Kevin & Cynthia Galbreath  
Donald Garretson & Marla Mason  
Thomas & Kathleen Goldsby  
Susan Golicic  
William & Edwina Greer  
John & Stefanie Griffin  
Ronald L. & Barbara G. Grubbs Jr.  
Gary & Vicki Hall  
F. Robert & Vicki Hall  
Allen P. & Grace M. Halliday  
Earl K. & Molly M. Hampton  
Matthew & Katherine Harris  
Matthew & Christy Harrison  
Robert J. & Roberta L. Head  
Kevin & Mary Heath  
Raiph D. & Janet S. Heath  
Joseph & Pamela Heckman  
Rosalyne L. Hess  
Howard & Linda Holder  
David Hollins  
Nicholas M. Holmes  
David E. & Rachel E. Hornsby  
Logan & Sarah Hughes

Matt R. & Dana B. Hughes  
Chad & Meredith Hulette  
Joseph F. Hull  
James M. & Ann W. Hurley  
Stan G. & Teresa L. Hurt  
David Jacobi & Stacy  
Hestily-Jacobi  
Robert & Marilyn Jake  
James & Carolyn Johnston  
James M. & Ruth E. Keally III  
Barron D. & Elizabeth M.  
Kennedy IV  
Carolyn Key  
Rufus B. & Rebecca K. King Jr.  
Steve H. & Cynthia S. Kroeger  
Cindy A. Kyte  
Walter L. Lacy  
Michael & Donna Lamb  
Michael W. Langenberg  
Lawrence M. & Mary Jo Leahy  
Terry & Carolyn Leap  
Donald E. & Sally A. Lighter  
William M. & Brenda G. Locke  
Bin Long & Bo Yang  
James & Sandra Long  
Jeff & Sena Longmire  
David L. & Mary L. Love  
Johnathan R. & Blair S. Lund  
Zanda J. Lynn & Jim Daigle  
Frances R. Marbury  
Jack R. Martin  
Carla S. Mashinski  
Yuki & Kenichi Matsuno  
Michael J. & Betsey K. McCall  
Timothy M. & Tracy L. McKeon  
Charles L. & Connie J. McKown  
David & Lisa McMillan  
John T. Metcalf  
Harry F. & Suzanne M. Miller Jr.  
Karen L. Miller  
David W. & Rebecca L. Mink  
Karen J. Moore  
Thomas Moore  
Gregor & Stephanie Morela  
Michael V. & Minje W. Mulloy  
Matt & Allison Musso  
James N. & Linda A. Myers  
John W. & Kristin R. Myers  
Alan & Jules Natowitz  
Eugene & Greenlee Naughton  
Steven A. & Amy F. Noland  
John C. & Jennifer L. Oswald  
Scott Parish  
Chris F. & Mitchel T. Parrott  
Brainard L. Patton Jr.  
Finis S. & Lucretia N. Patton  
Chip & Carolyn Pearson III  
Samuel & Corinne Perry  
Richard & Barbara Perutelli  
Ryan & Megan Peters  
Brian T. & Elizabeth C. Phillips  
Donald & Kimberly Pounders  
Rob N. Power III & Kai-yan Lee  
Nelson C. & Natalie P. Pratt  
Matthew & Jennifer Provencher  
John W. Prugh  
Gina Pruitt  
Tom C. & Kimberly A. Quillen  
S. Seth & Loren L. Reagan  
Andrew & Peggy Rector Jr.  
Russell B. Richards  
Louis G. & Victoria L. Riddle Jr.  
Jon G. & Mintha E. Roach  
Ronald R. & Marta P. Roberts  
Charles M. & Kelly L. Robinson  
Brad M. & Christine S. Rolland

Charles N. & Clarice A. Rollins  
Robert & Jena Salmon  
M. James & Susan A. Sayrs  
Derek C. & Jennifer L. Schraw  
Gregory M. & Cheryl P. Sekelsky  
Eugene T. & Elizabeth A.  
Seymour  
Barrett V. & Betsy K. Simonis  
Jeffrey & Jennie Smith  
Courtney I. & Angela K. Smith  
Peter K. So  
Ronald D. Spurlock  
Michael N. & Judith M.  
St. Charles  
Keith G. & Josie B. Stanga  
Ted Stank & Lori Nash  
C. Lee Steinhouse III  
Carrie V. Strickland  
Christopher Summerlin  
Tony A. & Tara A. Swafford  
Peter J. & Kathleen M. Tanner  
Melanie D. Taosuwan  
Lawrence & Lorrie Taylor Jr.  
Sharon M. Taylor  
Joe P. & Sheryl S. Teague  
Norman G. & Wendy C.  
Templeton  
David R. Thomas  
Adam & Rebecca Tinker  
Randy & Judi Tompkins  
Richard L. & Irene C. Townsend  
James & Christine Truitt  
Nathan Tudor  
Michael S. & Jill M. Turner  
D. Houston & Sherry Vaughn Jr.  
James H. & Connie P. Valavides  
Arthur J. & Dena W.  
vonWersowetz  
Thomas W. & Kimberly O. Wade III  
Charlie A. & Nancy G. Wagner III  
Cedric Walker & Tanya Dawson  
Karen Walters  
James W. & Candy P. Wansley  
Jae E. Waters  
William & Christine Waugh  
Thomas M. & Carmen W. West  
Kay L. & William M. Whitman  
Michael C. & Gayle C. Willard  
Kenneth & Shari Wills  
Paul A. & Mary L. Wilson  
Shane & Tracie Woidtke  
James M. & Nadine C. Woodall  
Joseph & Suzanne Wyrick  
Yarbrough Family Foundation  
Douglas A. & Sara B. Yoakley  
David K. & Sarah E. Youngblood  
Zoom Transportation Inc.

### \$500-\$999

Bradley A. & Michelle P. Adams  
Justin & Lauren Alexander  
David L. Anderson  
Steve A. & Deborah J. Anderson  
Dave D. & Kathleen J. Anthony  
Megan T. Arnold  
John S. & Dana Mayfield  
Thomas M. & Murray O. Ayres  
Abraham & Emily Aziz III  
James M. & Corinne M. Balthrop  
David K. & Janine N. Barber  
Cheryl Barksdale  
Todd L. & Robin R. Bassett  
Dan & Mary Bechtol  
Richard N. & Zinat H. Benson

## NEWLY ESTABLISHED ENDOWMENTS

Jeff & Jacqueline Abbott  
Haslam College of Business Endowment

Nancy & Carl Barger  
Graduate Fellowship Endowment

Dan and Stephanie Buckner  
College of Business Scholarship Endowment

Doster Family Graduate Business  
Fellowship Endowment

FedEx Chair in Supply Chain Management

Donald W. & Suzanne H. Freeman  
Graduate Fellowship Endowment

Gaetano Mule Memorial  
Graduate Business Fellowship Endowment

Gass Family Supply Chain Management  
Graduate Fellowship Endowment

William M. Hewgley Jr. Business  
Scholarship Endowment

iSustain Recycling  
Graduate Fellowship Endowment

Daryl P. Johnson Excellence in Accounting  
Scholarship Endowment

Russell and Jennifer Lamb Distinguished  
Professorship of Economics Endowment

W.T. Bill Lowe Graduate Business  
Fellowship Endowment

Alfred & Rebecca Lumsdaine MAcc  
Scholarship Endowment

Luna Family MAcc Scholarship Endowment

Tom & Linda Morris Business  
Scholarship Endowment

Myers Distinguished Professorship of Supply  
Chain Management Endowment

Angel & Kim Norman  
MBA Fellowship Endowment

Sam Perry Marketing Scholarship Endowment

S. Seth & Loren L. Reagan MBA  
Scholarship Endowment

Lou & Sherlene Schumacher Business  
Faculty Endowment

Simmerly Family Graduate Business  
Fellowship Endowment

Robert & Loraine Berry  
Judy B. Birchfield  
Zora E. Bivens  
Charles & Katherine Blalock  
John C. & Mary R. Bolton  
Joseph & Christie Brogan  
Michael & Lynn Brookshire  
Robert L. Brown & Sandra  
Thorne-Brown  
Lindsay Burke-Melton  
Ryan T. & Andrea F. Burkhart  
George K. & Connie G. Burrus Jr.  
Stan J. & Kathy P. Butkowski  
James R. Byrd  
Thomas & Julie Carpenter  
David W. & Mary A. Carringer  
Steve B. & Vonda S. Chancey  
William F. & Heather S. Chesnutt  
David E. Connor  
Eva L. Cowell  
John R. & Lisa J. Cunningham  
Tara L. Davis  
Susan L. Debold  
Michael E. & Melinda L. Dixon  
R. Joshua Dobbs  
Raymond Dobyns  
Steven & Pamela Donovan  
Bruce & Maria Duggins  
Lawrence & Meg Eaton  
Alireza Ebrahim  
Stephanie Eckerd  
James M. Egan  
Byron M. & Carol L. Eiseman Jr.  
Ashleigh M. Eldemire-Poindexter  
Charles Emerson & Elizabeth  
Minor  
David & Liza England  
Terry M. & Beverly B. Estes  
Jeffrey D. & Carolyn L. Facteau  
Matthew E. Fairclough  
Dave M. Fentress  
Christopher A. & Shelia F. Ferrell  
Daniel J. Flint  
Jeffrey & Stephanie Freyer  
Carrie E. Fuller  
Robert M. & Leigh A. Fuller  
Stephen H. Gaby  
G. Gregory & Mary H. Gilbert  
Benjamin R. Goodwin  
Daniel B. & Jennet D. Gray  
Gary & Libby Green  
Bradley R. & Sharon R. Greer  
Walter J. Groman Jr.  
John Gross  
Stephen & Sarah Guerrette  
Elizabeth A. Gunderson  
Fred W. Hall  
Mark J. & Diane P. Halperin  
Sharif A. Harb  
Clifford Hargrove & Barbara  
Adamson  
J. Tom & Pat Harper  
Charles & Janice Harrison  
Lindsey A. Hatcher  
Steven & Neisha Hawkins  
Robert E. & Melissa C. Henry  
Home Federal Bank of Tennessee  
Benjamin & Sherri Horn  
Bob & Sharon Huette  
Frederick L. & Carolyn B. James Jr.  
Lewis D. & Linda R. Johnson Sr.  
Robert & Wheatie Johnson  
Dean M. & Laurie A. Jones  
Chelsea Jordan  
Seth D. & Mary L. Kaatz

James S. Keebler  
Robert & Jennifer Keuten  
Molly B. Kinard  
John N. & Kerry D. Klein III  
Christopher S. Kronenberger  
Kent & Yawakuma Kurkiewicz  
Scott P. LeTellier  
Patrick G. & Letitia H. Lewis  
Michael W. Lister Jr.  
Robert B. & Jill A. Long  
Sarah M. Mallicote  
Charles E. & Nancy H. Manis Jr.  
Robin G. & Caroline V. Manley  
Frank O. & Fidelia A. Marcy  
O. Pat & Mary P. Marsh  
Heather L. Martin  
Steven R. & Annette K. McBrayer  
James S. & Lynn D. McCallie  
Thomas & Ashley McManus  
Thomas Milewski  
Kyle T. Moffatt  
Christopher P. & Jennifer B.  
Monroe  
Raul F. Montalvo & Angie M.  
Rosado  
Roger Moore & Julia McWhorter  
William L. & Benita H. Moore  
Bobby W. & Victoria A. Moore  
Mark & Nancy Morgan  
James L. & Margaret A. Moses Jr.  
Mark & Kathryn Mosteller Sr.  
Charles H. & Stephanie M. Noble IV  
John W. & Shirley S. Norman  
David & Caitlin O'Connell  
William & Tressa Ogles  
Doug Opheim  
Brandon B. & Laura B. Parks  
Michael P. & Brenda G. Pasqua  
Joseph & Lynn Phillips  
William E. & Pamela C. Pinkston  
Donald E. & Sharon J. Plater  
Thomas A. & Anne M. Power  
W. Andy & Meagan Puckett  
Howard W. Ray & Gloria O.  
Cockings  
Edith S. Rayford  
E. Murray & Amy F. Reavis  
Joseph L. Richardson  
Breck L. Robinson & Janelle  
M. Von Barga  
Falls S. Robinson  
Dick Rockenstein & Jo Ann Adams  
John D. & Nannon K. Roosa  
Timothy P. & Kristie J. Rowan  
David & Polly Ruggles  
Mark S. Rutherford  
J. Kevin & Nancy Sanders  
Eric M. Saul  
Kenneth R. & Kathy A. Savage  
Roy C. & Amy F. Scheinler  
William & Lisa Schuler  
George H. & Della A. Schultz  
Shay D. & Shanle G. Scott  
William & Laurie Shimp  
Eric Siegel  
James F. Slagle III  
Christopher & Melissa Slover  
Charles B. & Robin R. Smith  
Rickey A. & Nancy W. Snoddy  
Stephen Soltis  
Ryan & Shannon Sowell  
M. Clay & Pamela H. Spears  
Wade St. John  
Joe & Brenda Steakley  
J. Gary & Temple A. Stevenson

Bobby R. & Pamela D. Stoffle  
Justin C. Stringfield  
William & Diane Stumph  
Shannon N. Sumner  
Michael L. & Sheryl L. Taber  
B. Lance & Anne M. Taylor  
Laura L. Thompson  
S. Herman & Peggy A. Thompson  
Robert T. & Hailey T. Threlkeld  
Phillip & Rebecca Vaughn  
Andrew J. Venable  
William L. Waldrop  
James L. & Shericia G. Walsh  
Brian & Marianne Wanamaker  
John J. Waskom  
Todd Whitaker  
Charles & Charlotte White  
C. Allen & Martha Wight  
David W. & Julie A. Williams  
Mark E. Willoughby  
Wanda L. Wisecarver  
William M. Wood III  
Jeffrey B. & Ethel C. Wright  
Thomas R. & Susan A. Yokley  
Wenjun Zhou  
Arthur L. Zucker

### \$250-\$499

Jeffrey T. & Cindy A. Adair  
Phillip M. Adams  
William & Sarah Addis  
Steven & Amii Addis  
Brent H. & Lawrence D. Alexander  
Ronald L. & Jean A. Alexander  
John R. & Patricia F. Allen  
Carol L. Arnall  
William T. & Alice K. Arnold  
Chad W. & Kari S. Autry  
Paul & Elizabeth Banick  
Gregory & Kathryn Baran  
Phillip S. & Carol A. Barbe  
Nicholas & Janet Basler  
Tommy & Pam Baucom Sr.  
Kelsey Bawcombe  
Francis & Sandy Bedard  
Bruce K. & Julianne C. Behn  
Cameron Bellamy  
Laura Q. Bellinger  
Cort J. Berner  
Fred & Kelly Berry III  
Brent J. Beswick  
Michael L. & Kathy R. Bevins  
Neeraj & Shalini Bharadwaj  
Manjit S. & Colleen C. Bhatti  
Raj H. Bhula  
Dave & Carol Bigham  
Larry R. Blank  
Drew A. Bledsoe  
George & Aimee Goldman  
Jason M. Bodak  
David & Rebekah Bowman  
Nathan G. & Elizabeth M. Bright  
James & Diane Brown Jr.  
Christopher & Jacky Woods  
Donald J. Bruce  
Stephen M. & Megan C.  
Brumbelow  
Mark A. & Janice L. Bufferl  
William C. Bunn  
Thomas R. Burkett  
Paul & Jolie Burris  
Ashley E. Cadwalader  
John W. & Carol B. Campbell Jr.

\*List reflects endowments established  
June 1 - December 31, 2022

Christopher & Kirstin Campbell  
Joaquin & Leslie Cantillo  
John D. & Kimberly H. Carney  
Dave & Penny Carver  
Alexander E.M. Castleman  
David Cawrse & Barbara Felix  
James T. & Mary J. Chandler IV  
Neal & Mayra Clark  
James & Lisa Clement  
Judson H. & Melissa D. Clift  
James & Renee Cody  
Miles M. & Linda W. Collier  
Robert W. & Kristin M. Combs Jr.  
Nicole E. Cook  
Gregory & Kyla Cox Jr.  
Benjamin J. & April E. Coy  
Christopher D. Craft  
Crawe  
Morris D. & Nancy L.  
Crutchfield Jr.  
Layken C. Culver  
Ryan Cunningham  
Michael J. Daly  
Mary F. Darwin  
Charles & Dandris Davis  
Dennis & Kim Denton  
Joseph & Kristen Devine  
Patrick T. & Rebecca K. Dickson  
Melissa J. Drinnen  
Benjamin T. Duck  
William A. & Margaret A.  
Dueker Jr.  
Harold O. Duggin  
Walter & Becky Duncan  
Russell B. & Brittany W. Dunlap  
Jonathan R. Edmondson  
Matthew D. & Ellen R. Edwards  
Charles R. Edwards &  
Stephanie M. Dixon  
Markis & Jie Edwards  
Barry A. & Lynn B. Eisenberg  
C. David Elliott  
Curtis A. & Deborah O.  
Ernsberger  
Daniel M. & Abbey H. Evans  
Devin Finch & Samantha Steichen  
Darrell S. Fixx  
Brent & Morgan Flaherty  
Colby L. & Christen V. Fleming  
Kimberly A. Flowers  
Reid Foust  
Samuel & Robin French  
Christopher M. Frost  
Rowland S. Funk  
Todd H. & Kelly L. Fusco  
Jesse E. & Tina M. Galloway  
Brian & Heidi Gard  
Logan & Erin Garrett  
Martha A. Gayle  
John J. Gill  
David & Janice Gilliland  
Jason B. Giompoletti  
Kris Glazier  
Lynn Gobble  
George & Elaine Goosmann III  
Curtis M. Gordon  
Giorgio Gotti  
Joel F. Gradowski  
Robert & Lauren Graham  
Jon & Janet Grant  
Chris Griffin & Diana Cantu Chapa  
Harry L. & Laura E. Gross Jr.  
Joel M. & Jan W. Haber  
Daniel R. & Kathy E. Hamilton  
Charles F. Hamrick III  
Gregory D. & Mary C. Hamrick  
Dan & Alice Hanson  
Betty J. Hargis  
Rebecca S. Harrell  
James P. & Elizabeth M. Harrison  
Charles & Harriette Hartsell  
Robert C. & Ann W. Harwell  
Robert F. & Barbara P.  
Harwell Jr.  
Michael S. Hauptert  
Mallory Hayes  
Robert W. Hays  
Raymond L. & Patricia N.  
Helsley Jr.  
Jerry & Yuchan Hendricks  
Warren D. & Sarah A. Henry  
William O. & Susan G. Henry  
Jeffrey W. Herbold  
Aureon Herron-Hinds  
John & Teena Hewgley  
Steven & Heather Hintz  
Jonathan B. & Alison M. Hodges  
Bryan & Amanda Hoefling  
David C. & Sheri L. Hogue  
Anita S. Hollander  
Carson Hollingsworth  
Alayna Holt  
Regina Holt  
Roy & Shirley Hood  
David R. Howard  
Gregory & Therese Howell  
Sarah Hudson  
Jeremy A. Huey  
Kevin & Julie Hunsinger  
Judith R. Hunt  
Steven M. & Constance M.  
Jacoway  
Kirk & Karen Jensen  
James Johnson & Julia Gause  
Joseph G. & Kimberly A. Johnson  
Larry & Ramogene Johnson  
Benjamin L. Jones  
William M. & Rebecca K. Jordan  
William L. & Rachel A. Kelso  
Jonathan A. & Amelia A. Kennedy  
James R. & Judy A. King Jr.  
Joshua A. King  
Stephen T. & Andrea L. King  
Michael L. & Nancy J. Knaff  
Daniel H. Knott  
Glenn W. & Amy L. Koch  
John A. Kramer  
Michael A. & Ellen G. Lail  
Trenton & Julia Langston  
Jong S. Lee  
Joseph Lenn & Laura Cole  
Thomas & Beth Little  
Charles D. & Marla J. Little  
W. James & Cynthia K. Lloyd  
Robert & Kathleen Long  
Bruce & Penny Lueckenhoff  
Ronald J. Livesay & Lindsay E.  
Mahony-Livesay  
Jeffrey & Alice Maier  
Michael & Bethany Marks  
Dianne K. Marshall  
Jordan & Julie Marshall  
Gregory & Wendy Martin  
Phillip R. & Virginia B. Mattox  
Michael & Marie Mazanek  
Teresa & Kyle McClung  
George B. McGuffin  
Michael & Teressa McKinney  
William T. McKinney  
Robert & Lynda McLaren  
Tommy G. & Jenny R. Meredith  
Stephen J. & Kimberly K. Merrill  
Charles R. & Sue L. Milazzo  
Ben S. & Patricia C. Miller  
Virgil & Dorothy Mincy  
Preston T. Mitchell  
Nick A. & Brandy M. Mmbaga  
David R. & Stephanie K. Monroe  
Cecil E. & Emily V. Morgan  
William D. Morris  
Brandon L. & Jenny T. Morrow  
Nick Morse  
James & Julie Myers  
Pranav S. Nair  
C. Warren & Annelle Neel  
Aaron & Kayla Newman  
Bernard T. & Helen V. Ng  
Meaghan A. O'Connor  
Thomas & Lorrie O'Donovan Jr.  
Kimberly S. Padgett  
John & Carol Pagura  
Barry L. Panitz  
Ronald D. & Jeanette T. Parham  
Jerry L. & Bernice N. Parker  
Gwendolyn R. Pate  
John O. & Lori A. Pearce  
Magen Y. Pearson  
Steven M. & Kay E. Peters  
Robert & Sheri Pfeil  
Cassandra R. Phillips  
John W. Phillips  
James C. & Holly H. Pierce  
Lucmann & Danielle Pierre  
Donde L. Plowman & Dennis J.  
Duchon  
Charles J. & Thelma R. Poe  
Nancy B. Poe  
Edward L. & Susan M. Poore  
Erin Pukenas  
Robert H. Ralston II  
Frank D. Rambo II  
J. Stephen & Kathleen B. Ramsey  
Michael G. & Heather W. Ramey  
Robert L. & Martha G.  
Randolph Jr.  
Brad & Lindsay Ranly  
Charles R. & Brenda L. Rayman  
Jeffrey T. Redford  
Joel E. & Melissa D. Reeves Jr.  
Renee L. Rhoades  
Taylor B. Rhoades  
James W. Rhodes  
Larry H. & Jolene F. Richards  
Richard A. & Shelley H. Riley Jr.  
Byron & Pat Risner  
Garey & Jennifer Rittenhouse  
Scott M. & Jean A. Robbins  
Dan L. & Carola B. Robbins  
James T. & Margaret A. Roberts  
Wesley A. & Kelly L. Roberts  
Kevin & Jennifer Robinson  
Robert & Elizabeth Robinson  
Tiesha P. Robinson  
Randall L. Rose & Kelly S. Hewett  
Sherilu Rowan  
Tsutomu & Masako Sagawa  
Hancen A. Sale  
Hunter A. Sandidge  
Mary K. Sartin  
Lance & Bethany Saunders  
Neil & Sarah Saunders  
Corey L. & Mandy E. Savage  
John K. & Cheryl T. Schmidt  
Kelly M. Schroeder  
Benjamin M. Schuster  
Derrick & Kimberly Seals  
Sundeep Shamanur  
Elizabeth L. Shanton  
Steven M. & Theresa M. Shelton  
Whit Shofner & Grace Majors  
Amanda Shugarts  
Stephanie M. Sieggreen  
Jeffrey M. & Mary L. Siegrist  
Carl N. Simpkins III  
Stephen & Emily Simpson  
William D. & Susan T. Singer  
Jack A. Sitgreaves Jr.  
Joseph & Heather Skipper  
Linda S. Skouby  
Charles K. & Jane G. Slatery  
Michael H. & Anita K. Sloan  
David J. & Christine D. Slump  
Ray H. Smallen  
Stanley & Marcia Smartt  
David & Revonna Smith  
Spencer & Rachelle Smith Jr.  
Brian S. & Peni D. Smith  
Daniel & Amy Spann  
Amanda L. Sterwerf  
Kristin K. Stone  
Jeffrey & Natasha Stoneking  
Stan & Lynette Strickland Jr.  
Gary B. & Tamara L. Sturm  
Ron & Teresa Suedekum  
Aaron M. Sullivan  
Edward T. & Rebecca J. Summers  
Richard & Sharon Tannahill  
Carol D. Tapp  
Kermisha D. Tate  
Wendy L. Tate  
Jane C. Taylor  
Phillip & Nancy Taylor  
Carl D. Thomas  
Robert J. & Leona S. Thomas Jr.  
Charles S. & Julie B. Thomas  
Parr Thomson  
John B. Thornburg  
Bradley S. Tinnermon  
Michael W. & Tami K. Touchstone  
Randall P. & Shelby W. Trusley  
Richard E. Tumblin  
Jo Annette Turner  
William B. & Kay M. Tyler  
James R. & Teresa N. Van Frank Jr.  
Adrian van Zyl & Julia Richards  
van Zyl  
William R. & Tamara L. Vance Jr.  
John Vaughan & Alfred Rosario  
Theodore Vukelich  
John M. Wachowicz Jr.  
Randy & Tanya Wagner  
Ramsey C. Walsh  
Kent & Amy Ward  
Carson R. Watts  
Abigail M. Wegman  
Robert M. Weldon  
John L. & Jean M. Wernicki  
Daniel Whitaker III & Kymberly  
Kester  
Robert S. Whitaker  
Daniel A. Wickard  
Jack W. & Rhonda K. Wiley  
Robert L. & Sharon N. Wilson Jr.  
Christopher & Haley Wilson  
Heath E. Wilson  
Alan R. & Nancy L. Wiman  
William D. & Tammy W. Winstead  
Paula J. Wojtkowski  
Alan & Kristin Worley  
Adam Wright  
Alex R. & Ana M. Zablah  
Taylor A. Zukowski  
Lawrence G. & Sandra L.  
Schumacher  
Benjamin M. Shuster  
Roger D. & Carol L. Schwenke  
Talmadge D. & Kaye F. Scott  
Sundeep Shamanur  
Elizabeth L. Shanton  
Jonathan L. & Caylee Shell  
Patrick R. & Jessica Sholl  
Douglas F. & Anne Short  
Stephanie M. Sieggreen  
Roshaua Singh  
Linda G. Singh  
Linda S. Skouby  
Michael H. & Anita K. Sloan  
Christopher T. & Melissa Slover  
Ray H. Smallen  
David & Revonna J. Smith  
Winston Smith  
Andrea & Arianna Sordi  
Brian K. & Cheryl Spang  
Haskel L. & Doris Stanback  
Samantha D. Steigman  
Samuel H. Stevenson  
Steve & Rhonda A. Stewart  
Jeffrey E. & Natasha Stoneking  
William & Diane K. Stumph  
Edward T. & Rebecca J.  
Summers  
Doug & Anne R. Swartz  
Wend L. Tate  
Phillip L. & Nancy Taylor  
James M. & Roxanne Thomas  
Alan R. & Kandi J. Thomas  
John B. Thornburg  
Sydney T. & Tracy E. Tindall  
Jordan & Ashley Tipton  
Paul & Michelle Tomcik  
Lee K. & Barbara A. Toole  
Tami K. & Michael W. Touchstone  
Melissa A. Tribble  
Richard E. Tumblin  
Robert L. Thornbury  
Joshua B. & Nadia Valdez  
Copley  
Adrian & Julia R. van Zyl  
Phillip Vaughn  
Tony & Pamela Vaughn  
John M. Wachowicz  
Patrick & Lisa M. Waddell  
Wallin M. & Elizabeth Wallin  
Marianne H. & Brian Wanamaker  
Kent & Amy Ward  
Kenneth R. & Lisa O. Wayco  
John T. & Karen M. Wesner  
Carson L. West  
Donald W. & Andrea D. West Jr.  
Richard A. & Anne Wheeler  
Raymond F. & Linda M. Wheeler  
Adam B. & Heather White  
Margaret L. White  
Robert L. & Sharon N. Wilson Jr.  
Alan R. & Nancy L. Wiman  
Jeffrey A. & Jody K. Winslow  
Jack & Esther O. Wong  
Zackery T. & Kelsey L. Wood  
Adam Wright  
Henry G. Wynn III  
Yazhen Xiao  
Gillen E. & Michele Young  
Gregory G. Zigulis  
Melodye C. Zimmerman  
William & Allison Zotti

# 13<sup>TH</sup> ANNUAL Gala ALUMNI AWARDS

**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.**



**EVENT PARTNERS**





**THE EVENT,  
benefitting 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**

Bush Brothers and Company / David & Dana Evans / J.A. Fielden / Stan & Teresa Hurt / JB&B Capital / JTV / Chris & Donna Kinney  
OneDigital / Pugh CPAs / Regions / RSM / TeamHealth / Truist Bank

# Outstanding

## YOUNG ALUM

### DANIELLE CASSON

**K**noxville 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." ●



# Outstanding

CORPORATE PARTNER

## 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." ●



# Outstanding

## ENTREPRENEUR



### DON BRUCE

**D**on 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." ●

# Distinguished

ALUM



## DAVE CLARK

**D**ave 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." ●



# Update

## '70s



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



The Tennessee Trucking Association presented Tennessee state **Rep. Pat Marsh** (HCB, '72) with the Pinnacle Award, the association's highest award, bestowed to those instrumental in changing the trucking industry and championing the association's impact across the state.



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

## '80s



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



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 **Ronald Earl Frieson** (HCB, '81), COO of Children's Healthcare of Atlanta, with the Distinguished Alumnus/Alumna Award.

## '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.



The Alumni Association presented **Donald E. Frieson** (HCB, '90), executive vice president of supply chain at Lowe's, with the Distinguished Alumnus/Alumna Award.



**James Grimes** (HCB, '99) was appointed American Physician Partners' senior vice president and chief financial officer.



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.

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



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

## '00s



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



**Benson Babu** (PEMBA, '08) published *Advanced Provider Assistance Systems: Autonomous AI, The Age of Intelligence*.

Patrick Booth and family at the Tennessee-Kentucky football game





## 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.

**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's 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.



**Blake Kinder** (HCB, '08) joined HHM Certified Public Accountants as a manager in their Chattanooga offices.



**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** (HCB, '02) was elected vice president

of Commercial Bank and will continue as a commercial loan officer at Morristown's Millennium Square branch.



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.



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



AIM department head Terry L. Neal and Randy Smith

## 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.



Spyre group photo with **Cedric Tillman**, **Brandon Spurlock** (Spyre employee) **James Clawson** (a Spyre Co-Founder) **Hunter Baddour** (a Spyre Co-Founder) **Will Watkins** (Spyre employee) **Hendon Hooker**

## '10s

**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.



Mississippi State Assistant Professor of Finance **Brian Blank** (PhD, Finance, '16) wrote an article for The Conversation on the U.S. Federal Reserve's attempts to cool the US economy's interplay with a global recession.

Nikhil Morar at the Los Angeles Lakers' home court, the Crypto.com Arena



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 Gavrilts** (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*.

## '20s

**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.



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



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.

Through his EDGE (Education, Development, Guidance, Empowerment) Foundation, **Curt Maggitt** (MBA, '20) combines athletics, learning, and community outreach to create opportunities for inner city youth. *See photo, this page.*

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.



**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.



## STAY IN TOUCH

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

This update reflects information known as of December 2022.



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?"



CURTIS WATSON

## ‘Top Gun’ in Real Life: Meet the Vol Who Trained Tom Cruise in Fighter Jets

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



Curtis Watson (HCB, '73) talks with Tom Cruise when he took the actor up in a fighter jet in preparation for the 1986 movie *Top Gun*.

**Transformational education  
inspires transformational growth.**

**Together, we can  
make it happen.**



Learn about our record-breaking enrollments, placements, and rankings, and learn how YOU can join in supporting the future of business education.



[haslam.utk.edu/future](https://haslam.utk.edu/future)



This publication was funded in part by private contributions from the alumni and friends of the University of Tennessee, Knoxville, Haslam College of Business. The University of Tennessee is an EEO/AA/Title IX/Section 504/ADA/ADEA institution in the provision of its education and employment programs and services. Publication #E01-1410-001-23.

*A world of possibility awaits...*

## International Business Major

[tiny.utk.edu/ib-major](http://tiny.utk.edu/ib-major)