

MITCHELL

FALL 2018

MORE THAN
A TEXTBOOK
ELEVATING
EXPERIENTIAL
LEARNING

FROM MEDICINE
TO MBA
CATCHING UP WITH
DR. BILL HAYES

A NEW CHAPTER
MEET THE
2018 MITCHELL
SCHOLARS





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ON THE COVER: MCOB's Distinguished Professor of Marketing, and Chair, Department of Marketing and Quantitative Methods, Dr. Alvin Williams, worked with Austal USA to develop a co-op program for experiential learning. Senior marketing major Stacy Sergeant is one of many MCOB students taking part in the Austal co-op program.

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MITCHELL COLLEGE OF BUSINESS

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FROM THE DEAN'S DESK



Welcome to the fall edition of Mitchell. The College is enjoying a busy fall. I am extremely pleased to report that the AACSB reaffirmation visit went well and our accreditation was extended for another five years. Although the dean typically gets the lion's share of the credit, the faculty and staff were the driving force behind this effort. Without their extensive involvement in the project, it never would have succeeded.

I'm also pleased to announce that our five-year strategic plan authored four years ago is essentially complete. Although more tactical in nature, the accomplished objectives allowed the College to lay the needed groundwork to make the move to the next level. Again, the faculty and staff deserve the credit for achieving beyond expectations.

We have spent the early part of this fall working through the beginning stages of developing a new strategic plan. The draft reimagined vision, mission, and value statements are before the faculty. Following a review by the faculty, we will share the new statements with our external constituents. Following this model, we hope to have a complete plan in place by the end of the academic year.

Although the faculty have extensive experience in formulating a strategic plan and many of us have served as consultants in developing corporate and non-profit entity plans, we chose to employ external consultants to facilitate the development of the plan. I believe that there is always added value by having the plan creation managed by individuals outside of the College. In addition to College faculty, staff, students and University administration, we asked our advisory board members to participate in the two-day process.

The sessions yielded both action items that were expected (development of an engaged and active College alumni organization and enhancing the quality of the Professional Engagement and Readiness Program, PREP, for example) and a number of items that will truly stretch the College's traditional activities. These newly imagined initiatives were, for the most part, the suggestion of external advisory groups that see the College from a different viewpoint. The ideas also reinforced the importance of expanding the process to include both internal and external constituents.

I'm looking forward to the evolution of the plan from a rough outline to the finished project. I also look forward to sharing our goals and objectives with you.

Best wishes for a great holiday season.

Bob G. Wood, Dean
Mitchell College of Business

BY THE NUMBERS

10,522

Total alumni

27%

Endowment growth from 2012-2017

12

Bloomberg terminals

159

Student certifications
on the terminals

18%

Increase in scholarships
awarded between 2016-2017

195

Individuals representing 161
companies on the advisory council

CLASS NOTES

We would like to encourage all alumni to send in their news items, large or small, personal or professional to **Alumni.SouthAlabama.edu**.

Appropriate items include weddings, births, advanced degrees, awards, job promotions, etc.

If you are aware of MCOB alumni who are not receiving the magazine, please send their name and address to mcobalumni@southalabama.edu.

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"The Mitchell DBA program was incredible. It blended my 25 years of work experience with a challenging academic curriculum, reframing how I view and approach each day."

–Alan Whaley
DBA Class of '16
Chief Strategy Officer
USA Health



CHANGING CHANNELS

Ronald Tsang, CPA, DBA (2020), was born and raised in Hong Kong. He came to America to study when he was 19 years old. Tsang's background can be summarized in two phases — an accountant by education and a strategic business problem-solver by trade.

Tsang received his Bachelor of Science in Accounting and Master of Accounting from the University of Central Florida. In his current position, he works as a Business Solutions Architect with a boutique enterprise resource planning (ERP) consulting firm specializing in financial-system customization. In addition to working full time, he is in his second year of the Doctor of Business

Administration (DBA) program with a concentration in management. His research interest is in the intersection between strategy, accounting and social media influence. After graduation, Tsang plans to work in academia with a balanced agenda between teaching and research.

Since 1993, Tsang has been a Certified Public Accountant. He started his career in public accounting as an auditor with a prestigious international accounting firm. During his tenure in public accounting, he learned how real-world accounting was practiced across many industries. It was not long before Tsang's interest shifted. He said, "My interest

The DBA Program is an applied program where students balance discipline-based learning with essential research method applications to improve business decisions.

in business grew beyond ensuring the numbers on the financial statements were correctly stated. I wanted to help companies to do accounting more efficiently with better internal controls." Through this, Tsang was introduced to the world of ERP consulting.

This was the beginning of Tsang's second phase. ERP is not only powerful in processing business transactions from the four corners of the company and reporting them on the financial statements, but it is also a common platform which connects people behind those business transactions together as a company. After a few successful system implementations, Tsang recognized that an efficient ERP is only half the formula to achieving operational efficiency. The other half includes the business processes and policies of the company which define how the company operates.

Tsang worked as the Director of Business Operations for several Fortune 50 companies, such as IBM and Hewlett Packard. His responsibilities varied from managing the corporate supply-chain organization to a multi-billion-dollar global IT outsourcing contract. Tsang enjoys the challenge of solving business problems day-in and day-out without a prescribed solution to apply. Tsang thoroughly enjoyed his position as his job required innovative thinking, collaboration across divisions, persuasion and strong ethical decision-making.

Tsang saw earning his DBA as a natural progression of his career journey. After three successful career phases, he pondered the question of how he could duplicate what he's achieved in his career to better help organizations. Tsang concluded that being a business educator himself would affect more future business consultants and leaders than he could linearly do by himself. Tsang discovered South through a friend who introduced him to Dr. Joseph Hair after finding out

that he had an interest in pursuing a DBA. Hair, director of the DBA program and the Cleverdon Chair of Business, convinced him that MCOB would be a place where Tsang would thrive.

business and organizations. After being in the program, he has changed his views. He finds himself thinking about business problems he sees at work differently. Tsang tries to look at

“Occasionally, when a company announces a new policy which I thought was totally unnecessary, I wonder if the CEO has read the ‘garbage can’ theory.”

Tsang also chose the DBA program at the Mitchell College of Business because of the AACSB accreditation. It was a must-have criteria for Tsang as his goal upon graduation is to become an educator and business researcher. “The scholarship of the DBA faculty at MCOB is impressive. We have Dr. Joseph Hair, the eminent scholar in PLS, SEM, research methods and marketing, as the DBA program director. We also have Dr. Craig Pearce, Ben May Distinguished Professor, whose work in Shared Leadership has shifted the leadership research agenda in the past decade,” said Tsang. Since Hair and Pearce are well-known, well-respected scholars in their fields, they frequently invite their network of global scholars to visit and provide guest lectures on the latest research agenda. The balance between research methods and concentration content in the curriculum is another feature that attracted Tsang to MCOB.

Tsang’s experience at MCOB has been better than he could have imagined. Outside of what is listed in the program brochure or school’s website, the supportive atmosphere, the friendliness and encouragement of the faculty, and the comradery of the cohort have been an experience that can only be experienced in person.

Tsang was skeptical when he heard from one of the DBA faculty at the orientation of Cohort V a year ago that the program would change his way of thinking and his view of

business challenges from a theoretical-foundation perspective more than just the manifested symptoms. Tsang thinks deeper from an organizational-behavior perspective of why employees do what they do. Tsang recalled, “Occasionally, when a company announces a new policy which I thought was totally unnecessary, I wonder if the CEO has read the ‘garbage can’ theory.” Tsang credits Dr. William Gillis, Professor, Chair Dept. of Management, for his new perspective. He often finds himself thinking of potential research questions while listening to NPR. He could never imagine his mind working this way a year ago. Tsang enjoys the intellectual stimulation of his new world and how wide open it is for exploration.

Since attending the DBA program, Tsang’s research papers have been accepted into two conferences. The most recent paper, “Physical, professional, and social isolation on organizational identification: A perspective for telehealth workers,” has been awarded the Best Doctoral Paper of Healthcare Management, Hospitality Management, and Public Administration track of the Southern Management Association conference in 2018. Tsang emphasized, “I could not achieve any of this without the support, encouragement and teaching of the faculty at South, and most importantly, the blessings from God and the unconditional support of my beautiful wife, Wing, and two handsome sons, Aaron and Loren.”

ABOUT THE MITCHELL DBA

PROGRAM SUMMARY

The Mitchell DBA (Doctor of Business Administration) program, now with management and marketing concentrations, is designed for business professionals and instructor level faculty seeking a doctorate to pursue an academic career through four year universities. The program facilitates the transition toward a new career by developing a comprehensive understanding of the discipline and essential research methods. The curriculum encourages a balanced approach to learning conceptual, theoretical and methodological components.

Classes are led by doctoral faculty with extensive experience in university teaching and research. Mitchell DBA faculty are widely published in management, marketing and research methods — and work closely with the DBA students to guide their own research interests to publication.

PROGRAM FORMAT

The DBA program is designed as a three-year, executive-style program with the coursework and qualifying exams completed during the first two years. The third year is devoted to the completion of the research component of the program. It is expected that all program requirements will be completed in 36 months.

CATCHING UP WITH WILLIAM (BILL) HAYES, MD, MBA



Mitchell Magazine recently sat down with Dr. Bill Hayes, the Chief Medical Officer at CPSI, a leading provider of health care IT solutions and services for community hospitals and post-acute care facilities. CPSI offers acute care EHR solutions (Thrive and Centriq) through Evident and post-acute care EHR solutions through American HealthTech.

Tell us about Bill.

I was born in New York City and went to a small Catholic elementary school system, St. Vincent de Paul. I then entered a large public regional high school system and eventually attended the University of North Carolina at Chapel Hill. I was the second one in my family to attend college. I completed medical school at Rutgers Robert Wood Johnson Medical School and completed my residency in internal medicine at Carolinas Medical Center. My interventional cardiology training was done at the Texas Heart Institute in Houston, Texas.

You chose medicine as a career. Why cardiology? How did you end up in Mobile?

I chose a career as a physician after an experience I had while in high school. I was volunteering at a local hospital where my mother was a volunteer and saw a patient in the emergency room have a cardiac arrest. I witnessed a medical team successfully resuscitate that patient. The impact on me was profound. I decided that I needed to become a part of a team that could provide that type of acute lifesaving care. Interventional cardiology seemed the career position that would afford me this opportunity in delivering health care. Being taught and given the ability to perform life-changing procedures to patients' hearts, to be able to resuscitate cardiac arrest patients, and to treat serious cardiac diseases were very fulfilling experiences as a physician. Seven years of postgraduate training held incredible life-changing experiences for me in the pursuit of my desire to deliver the highest quality health care possible. I followed two colleagues with whom I had trained in cardiology and joined their practice in Mobile. Without the understanding of my wife of 31 years, all of these things would never have occurred.

“Never be afraid to challenge yourself with difficult and new goals and move out of your comfort zone. The experience is very exciting, rewarding and satisfying.”

How did you first get involved with the Mitchell College of Business? Why did you choose MCOB?

My wife, Janet, is a member of the Mitchell College of Business Executive Advisory Council. Professor John Gamble (former MCOB faculty) was a personal friend. When he heard that I was looking to possibly obtain an MBA, he encouraged me to look at the program at the University of South Alabama. My only thoughts at that time were to do an MBA online because of my personal and professional obligations at that time. When I saw what the program had to offer, I interviewed and started the program. I am glad of that choice since working on my MBA in person with other students added value for me. It was a new experience. I had never taken a business class in college and had been practicing as a physician for quite a while. I had the challenge of learning the business basics that the other students already knew and also learning the master's level business curriculum as well. I am very happy, to this day, based on my exposure on the business side, of my choice of MCOB to learn about business.

What surprised you most about the MBA program at MCOB?

I was pleasantly surprised at how much I truly enjoyed learning about business concepts. Having had no prior education in the field of business, I really found the field of business very interesting. I kid my wife (who is in her own wealth-management business) that the concept of compounded interest and the idea that all things are negotiable are brilliant. Learning about things that you know very little about can be challenging, but the task of mastering and applying the material is where a lot of the excitement exists. The teaching faculty were very willing to work with the students, especially the students who had jobs, spouses and children.

Tell us about the transition from physician to corporate executive?

My work in the health care world has included practicing as an interventional cardiologist, working as a medical laboratory director and consulting in various health care areas. I started my corporate career working for Cerner Corporation and then moved to CPSI. At CPSI, I started as a medical director for Evident, then became a corporate strategic initiative leader for CPSI and, eventually, became the chief medical officer for the CPSI companies. Initially, I was delivering health care to individuals one at a time as a physician, and now I have transitioned to delivering health care to vast numbers while at the same time working for CPSI as the chief medical officer.

As a medical and business professional, what sorts of trends do you see? How do you see the relationship between medicine and business changing over the next five years?

The health care world is shifting and becoming more reliant on things that business models and concepts do to improve financial performance and handle shifting risk-payment models. This is occurring in the face of decreasing direct-service reimbursements and the shift to value-based medical care delivery. The current changing model of fees for services is being shifted to a system that will reimburse for value-based improved outcomes. In addition to this shift in payment models in medicine, it is becoming increasingly important to use business tools and knowledge to improve the financial and revenue-cycle functions involved in generating revenue. Medicine is going to need greater expertise from those experienced in all areas of the business world.

What do you do when you aren't working?

I like to run and participate in charity road races. I ran my first full marathon at age 48. I have gone down the Colorado River rapids through the Grand Canyon in a 14-foot wooden dory boat. I climbed Half Dome in Yosemite this summer, and I am planning on climbing Mount Kilimanjaro next summer in Tanzania. I like to play golf for relaxation. I would like the opportunity to drive a Formula 1 race car and to take a ride in a supersonic fighter jet.

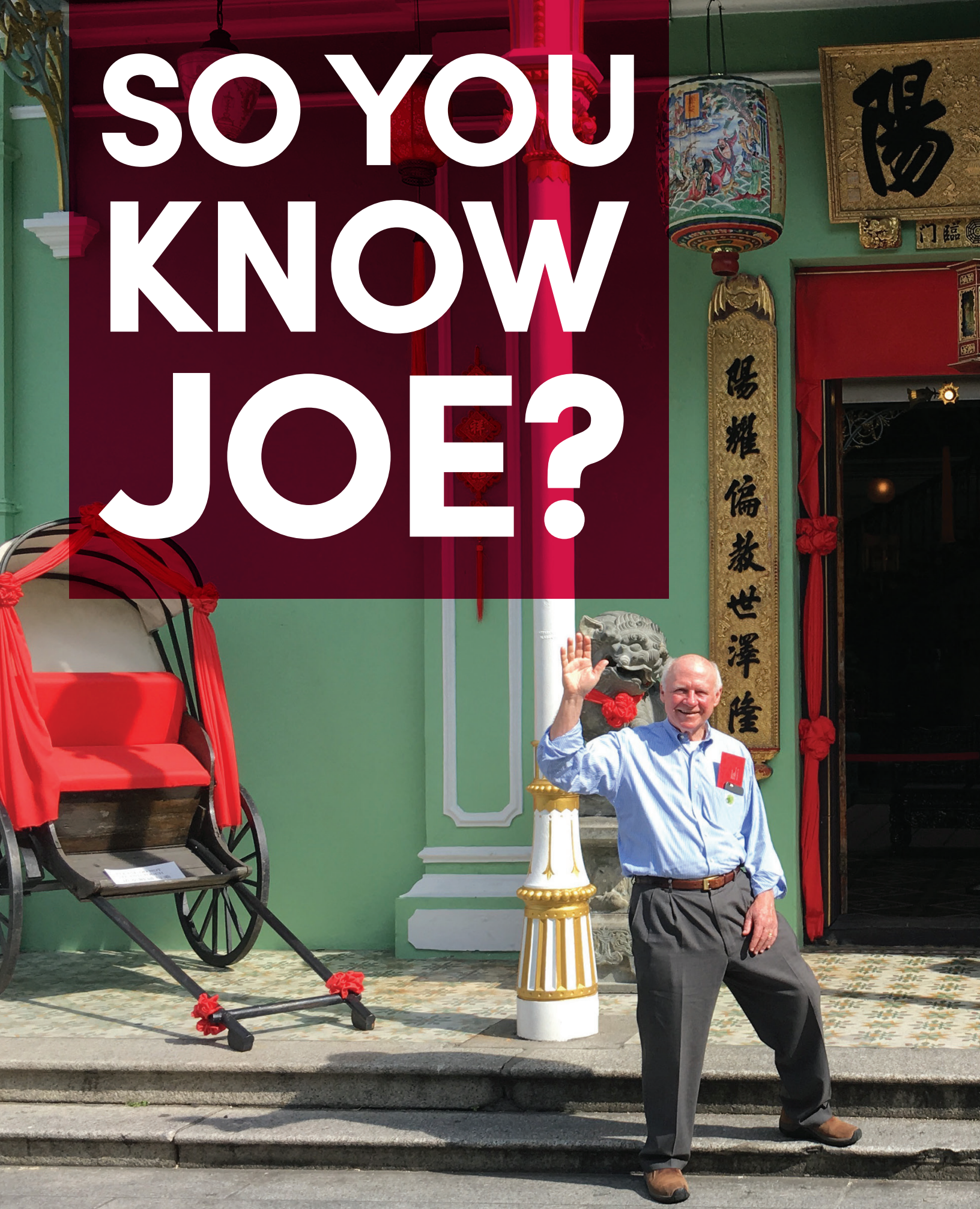
Tell me about some of the people you've met or who have influenced you on your journey.

Every person I have ever met has influenced me or taught me something new. Carol Hayes, my aunt, was a career professional in the business world. She was always the person who believed in the fact that you could do and be whatever you wanted in life. She clearly felt that, when I was thinking about making the transition in health care from the clinical side over to the business aspects, it was absolutely possible. The fact that I obtained my MBA as a way of learning a new set of tools to solve problems in the corporate and business parts of health care is similar to the idea of having a set of tools to solve problems in the world of clinical interventional cardiology medicine as a physician.

What advice would you share with our readers if given the chance?

There is never a time, person or place that you cannot use to expand your knowledge or life experiences. I got my MBA at age 52 and continue to seek out and learn new things every day. Never be afraid to challenge yourself with difficult and new goals and move out of your comfort zone.

SO YOU KNOW JOE?





Most everyone in academia knows Professor Joseph F. Hair Jr. Currently, he serves as the Cleverdon Chair of Business and DBA director at the Mitchell College of Business at the University of South Alabama. Before joining South, he was senior scholar, DBA program, at the Coles College of Business at Kennesaw State University and held the Copeland Endowed Chair of Entrepreneurship and directed the Entrepreneurship Institute at the Ourso College of Business Administration at Louisiana State University. He began his academic career at Ole Miss.

He is the author of three market-leading and 11 other textbooks including *Multivariate Data Analysis* (8th edition, 2018, cited 140,000+ times), *MKTG* (10th edition, 2016), *Essentials of Business Research Methods* (2016) and *Essentials of Marketing Research* (4th edition, 2017). His textbooks are published in more than 20 countries. He has also published numerous articles in scholarly journals (162,000+ citations) and was recognized as the Academy of Marketing Science Marketing Educator of the Year. A coveted guest speaker, Joe has presented seminars on six continents.

But, did you know?

Joe grew up in a sleepy little town — a great place to grow up — a place called Orlando, Fla. Of course, that was before the arrival of Mouse, Inc. At that time, there were only two high schools — Boone High on the south side (where Joe attended) and Edgewater High on the north side. Edgewater was Boone's arch rival. Because of the location, Joe and his friends were frequent visitors to Daytona Beach and New Smyrna Beach. Occasionally they'd venture to Cocoa Beach, the location of NASA and the early launches of satellites and, of course, the moon launch. Also, the access to the lakes around Orlando allowed him to learn to water ski at age five and eventually learn to do various tricks such as skiing barefoot.

The Pinang Peranakan Mansion, the historic century old home of a Baba, is recreated to offer a glimpse of their opulent lifestyle, customs and traditions. With over 1,000 pieces of antiques and collectibles of the era on display, the Baba-Nyonya museum is also housed in one of Penang's heritage mansions of eclectic design and architecture.



In high school, his jobs included teaching ballroom dancing and selling shoes. These paid for his first car (a '49 Chevy) that served him well through high school and college. The ballroom dancing job was four nights a week after school — the studio taught junior high and high school students to dance. That was his introduction to the concept of “cross selling.” At the dance classes, he would tell the girls that he sold women’s shoes at Baker’s and that when they went shopping they should come to Baker’s and ask for him. On most Saturdays, girls would be lined up to buy shoes and accessories from him.

Also during his “earlier life” — life before earning a doctorate — Joe became a licensed plumber and electrician. These came relatively

easily. He grew up in a family owned plumbing and electrical company. The adventure started early when his father “let him help out” on the job. Getting licensed was much easier then; after serving as an apprentice for a few years and answering a few questions in an interview, they issued a license. No examination was required. These experiences have saved the family a significant amount of money over the years. He shared the knowledge with his son, and now, with his grandsons.

Joe is a proud alumnus of the University of Florida and a member of Alpha Tau Omega Fraternity. His roommate in college was Steve Spurrier (yes, the “Ol’ Ball Coach”).

Joe has always loved to travel. However, as with most graduate



students, he lacked the funds to do so. A fortuitous meeting at a University of Florida football game changed all that and more. Joe met an employee of an Atlanta-based company that employed guides for European tours designed for college girls in the Southeast. A week later, he joined the firm as a guide. Leading a 21-day tour through seven different countries in Europe, he met the future Mrs. Joe Hair. Joe and Dale have been married for almost 50 years.

He’s lost count of the number of countries that he has visited. His successful publishing has led to invitations to lecture at over 200 universities and to make keynote addresses at business conferences around the world. He travels around 150,000 miles each year.



Joe's favorite international locations tend to be in Europe, especially France, Germany, Italy, and the U.K. — sometimes in the big cities, like Paris and Rome, but in the countryside as well. He also has very fond memories of the wildlife on the southern island of New Zealand and the outback of Australia.

The Taj Mahal in Agra and other cities in India, where the main streets are shared by cars, buses, scooters, large and small trucks, cows, pigs, donkeys and people, are among the most unusual places he's visited. Another unusual trip was a visit to make a presentation and teach a class at Bodo University in northern Norway — it is one of two colleges of business north of the Arctic Circle. The King of Norway presented him a welcome certificate.

Malaysia is another interesting place to visit. Joe sells quite a few books there and the universities are avid users of the books and articles that he publishes. Faculty and students flock to his keynote presentations and lectures asking for book signings and posing for selfies. One presentation was supposed to be a workshop to teach the multivariate analysis of big data, with a maximum of 30 participants. Upon arrival, the presentation had been moved to a large lecture theater with almost 200 enthusiastic participants.

Since publishing his first book almost 50 years ago (interestingly, not on marketing), his 14 textbooks have appeared in 70+ editions. Three of the books are market leaders and have been for many years.

Early in his career he became interested in quantitative marketing resulting in his first book on multivariate data analysis. It was the first book that focused on analyzing big data using a data analytics approach. The book was recently named by Google Scholar as one of the top five books written in the field of social sciences research.

Above left: Hair and Dean Bob Wood visit with Dr. Ali Vafa, Professor of Management, University Sains Malaysia

Hair's travels have taken him to many ends of the earth — from visiting the Taj Mahal in India to spotting interesting wildlife on the southern island of New Zealand, to teaching a class in northern Norway.





THE PAST, PRESENT and FUTURE OF RETAIL

Brent Barkin is Chief Executive Officer of Shoe Station, one of the largest national independent shoe retailers. Shoe Station has 21 stores in five states and currently employs over 500 individuals. The firm has continued to be a value-added leader in the very competitive world of shoes and related apparel. Barkin takes time out to talk retail with Dr. Alvin J. Williams, Distinguished Professor and Chair of the Department of Marketing & Quantitative Methods at the MCOB.

As a family-owned chain that is deep-rooted in Mobile, founded in 1984, you have experienced considerable change in the world of retailing. Share some of the most noteworthy and influential changes experienced by and affecting a 20-store, independent retailer like Shoe Station.

In many ways, we are in a completely different world in terms of retailing. In 1984, we did not have the Internet, and our competitors were primarily mom-and-pop independents and department stores. From a promotional perspective, they were all heavily dependent upon what is now viewed as the traditional media – newspapers, radio, television, billboards, and the Yellow Pages.

Shoe Station strives to have a better assortment than what most customers can find in their local markets.



Recognizing the need to create a wide merchandise assortment, Shoe Station has branched out to include clothing and other apparel.

Today, the range of communication and channel options extend to Amazon, Home Shopping Network, DSW, Academy, among others, all promoting in a thousand different ways. Over the ensuing years, retail players have changed, along with their roles and functions. Retailers must develop new, innovative and highly technically sophisticated ways to communicate with tech-savvy, much more informed customers.

Consumers don't shop the same as they used to shop. Consumer behavior has definitely evolved over the years. Could you describe today's consumer? What are some of the adjectives that come to mind when describing the typical Shoe Station consumer?

Today's customer is much better informed and willing to compare retailers than in the past. Technology-enabled consumers have a much better understanding of the marketplace and the options available to satisfy their ever-changing product and brand expectations. Comfort is king. In many ways, customers do not want to be locked in to trend decisions made by others. We are in a buy-now, wear-now world, and the average shopper wants to be fashionable without being a "follower." For this reason, trends often burn hotter and faster than they used to and flame out just as quickly as they hit the scene. Adjectives I would use to describe the typical Shoe Station consumer are value-oriented, price-conscious, informed, tech-savvy, and individualistic.

How should retailers like Shoe Station prepare for the next generation of retailing change? What actions should Shoe Station take to ensure long-term competitiveness?

Retailers cannot take the success of one item, season, or brand for granted. In many ways, we are competing against our own resources (the brands we carry) for the customers' dollar. We have to constantly be on the lookout for new looks, trends, brands, ways to reach the customer and to make the shopping experience more interesting, rewarding and entertaining.

What advice would you give to students contemplating a career in retail?

Don't do it if you want something easy. You have to check your ego at the door. It is a guarantee that what works today will not work tomorrow (except for making the customer feel valued). In many ways, a retailer is a scientist, making theories about what is going to work and then testing those theories in the real life laboratory of a retail environment. The only difference is that, in a laboratory, a scientist can much more easily control the variables. Factors such as weather, changes in a local economy, shifting demographics within a city, brands that pull distribution in a weeks' time, shifting media and ultimately, Amazon can throw off any test made in a store. Patience is necessary but so is a willingness to recognize that retail is both science and art. Those obsessed with control can find difficulty in a world that is often beyond retailers' control. However, there is great joy in having the perfect storm of 1) believing in an item enough to buy a lot of it; 2) picking the right fashion for the exact moment; and 3) letting the customer know you have it. That is retail success.

A New Chapter:

2018 Mitchell Scholars Class





CAITLIN CROSOVER

Caitlin Crossover took part in many clubs and organizations and held many positions while attending Satsuma High School. Crossover was the valedictorian of her graduating class with a 4.7 GPA, as well as the Student Government president for the student body. Caitlin also served as the National Honor Society treasurer and Mu Alpha Theta project secretary. Among these positions, she was also a member of Leo Club and Future Business Leaders of America. During her senior year, Caitlin served as a Mobile Azalea Trail Maid. She was an AP Scholar as well as being on the A Honor Roll each year. Currently, Caitlin serves on the public relations committee of First Year Council and is an active member of Campus Outreach. She is on track to major in business marketing and, hopefully, go on to attend graduate school at the University of South Alabama to earn a Master of Business Administration.



ETHAN FLOWERS

Throughout his time at Brantley High School, Ethan Flowers represented his family and community exceptionally. Academically, he maintained a very strong GPA while enrolled in high school courses. Looking to be challenged academically, at only 15 years of age Flowers enrolled at the Lurleen B. Wallace Community College, where he completed courses for dual enrollment credit. All of the hard work within the classroom was rewarded when Flowers scored a 30 on the ACT and graduated with a 4.78 GPA with 12 college credit hours under his belt. Outside of the classroom, Flowers was involved with a multitude of extracurricular activities. Such activities include: All-State football team, Crenshaw County football team, captain of the BHS varsity football team, 2017 West Point Summer Leaders Experience attendee, 2017 Alabama Boys State delegate, active member of National Honor Society along with Mu Alpha Theta, Crenshaw County Belles and Beaus volunteer organization and Future Farmers of America. On top of all that, Flowers managed to work as a waiter at The Old Barn Restaurant in Goshen, Ala. He also managed a successful lawn service as well as a scrap metal collection service. While at the University of South Alabama, Flowers is actively pursuing a degree in international business and a proficiency in Chinese Mandarin. Ultimately, Flowers desires a Juris Doctor and Master of Finance from Vanderbilt University before beginning a successful career in either corporate law or finance.



JOIE KIRCHNER

During her years at Ocean Springs High School in Ocean Springs, Miss., Joie Kirchner was actively involved in receiving a quality education and participating in a multitude of extracurricular activities. She took a number of AP classes and IB classes across all subjects throughout her high school career and graduated with high honors, a 3.5 GPA, and a 32 on the ACT. Kirchner was also a candidate for the National Honor Society and a member of Mu Alpha Theta, her school's math club. Outside of academics, Kirchner was a part of the film crew for her high school's football team during her junior and senior years. During the football offseason, she was a manager of her high school's powerlifting team as well as a coach's assistant. While attending the University of South Alabama, Kirchner plans to major in accounting. Eventually, she plans to attend graduate school to earn her master's degree and become a CPA. Kirchner is looking forward to seeing what opportunities the Mitchell Scholarship will bring to her, and she is immensely grateful and honored to be a Mitchell Scholar.



BRIANNA LADNIER

While attending the prestigious Mississippi School for Mathematics and Science, Brianna Ladnier was an incredibly active individual in her community. Ladnier had served two successive terms as the Mississippi state president for the Future Business Leaders of America, and she received several first place titles in the organization in competitions ranging from Local Chapter Annual Business Report to Emerging Business Issues to Impromptu Speaking. Ladnier served as her local chapter president for FBLA for three years. She was also Do Something chapter president, Female Powerlifting head captain, Young Politicians secretary, Wags and Whiskers member, and Black Student Alliance member. Ladnier accumulated 1,400 community service hours throughout high school. Ladnier was awarded over \$1,200,000 in college scholarships and was accepted into 13 universities. She concluded that the Mitchell Scholarship Program far exceeded any other. As a student at the University of South Alabama, Ladnier is a double major in management and biology while on a pre-medicine track. She is involved in the Honors College Association, Phi Beta Lambda, Health Occupation Students of America, Alpha Epsilon Delta, and Female Powerlifting. Ladnier hopes to make an impact at South, and she hopes you are there to support her!



CAROLINE LONG

At Hartselle High School, Caroline Long was an active member of her school and community. She was a Student Government Association rep her sophomore, junior, and senior years. She was a member of the school's yearbook staff for four years and the editor her junior and senior years. She was a member of her school's National Honor Society and Mu Alpha Theta honor society. In the spring of her sophomore year, she was selected to represent the school as a Hartselle High School ambassador and continued as one throughout the rest of her high school career. She was also the secretary for Mu Alpha Theta her senior year. She was chosen as Miss HHS alternate her senior year. She finished with a 4.23 GPA and a 32 ACT score. She competed as an Alabama champion at the 2018 National Microsoft Competition, and she was greatly involved in soccer. She was the captain of her DII Club team from 2014-2017 (with a state championship under her belt,) as well as a member of the DI state finalists 2018 team. She was co-captain of her high school soccer team her junior year and captain her senior year and was selected for two all-area awards and one honorable mention, as well as being awarded two-time defensive MVP winner. Long plans on graduating with a major in International Business and a minor in French. She is a member of the University's Honors College and an active member in the Boys and Girls Club. Ultimately, Caroline's goal is to attend graduate school at the University of Chicago before moving to Africa and working in a non-profit organization.



SANTIAGO MONTIEL

Santiago Montiel was a determined and hard-working varsity student athlete at Alpharetta High School, which is the top-rated public school in the state of Georgia. Being an AP scholar, bilingual, and an honor roll student, he maintained a 3.7 GPA with a score of 31 on the ACT. Having lettered three years in baseball, as a captain he helped the Alpharetta Raiders to the state semifinals in his senior year, breaking the school season and career record with 12 home runs during one season. He was named Golden Glove, Silver Slugger, two-year MVP player, three-year All-Region team, 2018 All-Star All-State team by the Georgia Dugout Club, and 2018 High School All-Star team by the Atlanta Braves Fan Club. Montiel's commitment to his academic and athletic performance allowed him to be recruited by the University of South Alabama baseball program in his junior year. He is the recipient of the Presidential Scholarship, the USA Dean's Scholarship, the Athletic Scholarship, and the Mitchell College of Business Scholarship. He is thankful for the opportunity to continue his academic and baseball career at USA. Montiel is confident his chosen field of business will provide him with many opportunities in the future.



COREY O'NEAL

While attending his four years at Daphne High School, Corey O'Neal maintained a degree of academic excellence all while being highly involved within his school and community. During his school career, Corey transferred to Daphne in order to take part in the International Baccalaureate program, an internationally recognized program that offered unique opportunities to students through a higher level diploma program. Along with this, he maintained a 4.3 GPA and made a composite score of 30 on his ACT. Corey was involved with Mu Alpha Theta, National Honor Society, the International Club, and was a proud member of the school's Scholar's Bowl team. Along with his involvement in school, O'Neal was also very involved within his community and volunteered at the local Prodissee Pantry. He helped with multiple cleanup events around his community, and he was involved within the Spanish Fort United Methodist Church, where he played in the Sunday bands as a lead guitarist and manager. O'Neal maintained a steady job at Eastern Shore Lanes from age 16 to 18, where he upheld excellent customer service and exhibited superb commitment as an employee. O'Neal hopes to work in the music industry with a record company or work in tour management after receiving his international business degree from the University of South Alabama.



SAM PENQUE

Sam balanced playing football, running track, and upholding a demanding academic schedule including AP and Dual Enrollment classes all four years of high school. On top of that, he had to cope with his mom's diagnosis and ongoing treatment for a crippling neuromuscular disorder. Despite all of this, Sam is a positive, energetic and funny guy who is extremely proud of his Italian heritage. He is currently working to be bilingual in Italian and English. His goal is to graduate from the University of South Alabama with a perfect GPA. Majoring in finance and pre-med, he plans to attend medical school and practice medicine. Ultimately, he hopes to be an influence in helping to change the face of the health care system in the United States.



SAVANNAH STEPHENS

Savannah Stephens was involved in many organizations while attending Arab High School in Arab, Ala. She was president of the Spanish Honor Society, Junior Ambassadors and Interact Club her senior year. She was also a member of the Junior Civitans, Beta Club and Spirit Club. Through Junior Ambassadors, Stephens was able to volunteer at the Arab Chamber of Commerce and learn more about the business environment. She was also able to give back to her community through volunteering at numerous events. At Arab High School, Stephens took a total of seven AP classes and graduated with an honors diploma, a 4.16 GPA, and achieved a 32 on her ACT. Stephens was chosen as Miss AHS first alternate and was salutatorian of her graduating class. Outside of class, Stephens played on the AHS varsity softball team as catcher and was chosen for All-Area her senior year. She was also a member of both Desperation Church and Warrenton United Methodist Church. As a student at the University of South Alabama, Stephens plans to major in business management and use the degree to work in hospital administration. She is a member of Alpha Omicron Pi and the Residence Hall Association. Stephens is thankful for her scholarship and the many opportunities that come with it.



AVA RAINES

During her four years at Saraland High School, Ava Raines was a member of many organizations such as the Leo Club, Mu Alpha Theta Mathematics Honor Society, the National Honor Society and Project Outreach. She was the Beta Club president, Beta Club chaplain and Student Council vice president. Ava attended the Louisiana Youth Seminar at Louisiana State University, where she represented Saraland as a delegate. She was an AP Scholar and scored a 29 on the ACT. Ava is majoring in international business at South Alabama, since traveling is one of her favorite activities. She loves learning about other cultures. Raines is a part of Alpha Omicron Pi fraternity as well as the USA College Democrats. She is also currently serving as the Junior Panhellenic president. Ava's main goal is to help others and make the world a better and more accepting place.



AMBER WALKER

Amber Walker was highly involved in many organizations in her small border community of Ardmore, Ala. and Ardmore, Tenn. She was the salutatorian of her graduating class at Ardmore High School and she actively participated in Ardmore's chapter of the National Senior Beta Club. In addition, Walker was chosen to be part of the First National Bank Student Advisory Board, a selective program that gives high school seniors in the Tennessee Valley an opportunity to volunteer at community events and learn about finances. She was on Ardmore High School's cross country and Scholar's Bowl teams and was an active participant in the Fellowship of Christian Athletes, Spanish Club, the Naturalist Group and served as secretary for the Math Club. Walker also participated in the Limestone County Schools Gifted Program, which gave her the opportunity to have a mentorship at Panalpina, an international shipping company, where she was able to gain firsthand experience in international business. While at the University of South Alabama, Walker plans to major in international business and minor in Spanish. On campus, she is involved in Baptist Campus Ministries and attends Friends of Internationals meetings whenever possible. She hopes to make the most of her time at South and move on to make a difference while traveling the world.





A Commitment to Experiential Learning

Dr. Alvin J. Williams, Distinguished Professor of Marketing, and Chair, Department of Marketing and Quantitative Methods, joined the MCOB faculty in 2008. Prior to USA, he served as professor, chair, and dean, College of Business, University of Southern Mississippi, where he taught a variety of courses, including supply chain

management, sales and B2B marketing. He is the former editor of *Journal of Supply Chain Management*. As part of his ongoing interest in the supply chain management field, the opportunity for the MCOB to partner with the supply chain team at Austal represented a superb chance to fuse theory and practice.

As a continuing part of his steadfast

commitment to making learning relevant and applicable to current business problems, the partnership with the supply chain management team at Austal USA is consistent with his personal teaching philosophy and the MCOB mission. Since entering the college teaching arena in 1975, he has witnessed various waves of

interest across the decades in ensuring student preparedness for competitive industry positions. Increasingly, the expectations for early exceptional performance by new business graduates have ratcheted up across industry sectors. Thus, business schools have become more innovative and deliberate in crafting intentional experiences in which to better prepare students for the uncertainties of the global workplace.

These increased performance expectations formed the genesis of MCOB's partnership with Austal USA, in fashioning an internship program that immersed students quickly into the details of an entry-level purchasing and supply profession. In fact, the position description for MCOB supply chain interns at Austal, nearly parallels the description for a buyer — level I professional. Students are exposed to every facet of supply chain management, including purchasing, logistics, warehousing, operations, and inventory management. Very few students have the rich opportunity to work in an environment like Austal and interface with professionals to the extent afforded MCOB students. Successful completion of this internship program makes most students eligible to more easily transition into a full-time position. Several internship students have been offered full-time positions at Austal following graduation.

Over the years, Williams has observed internship programs gain popularity in business schools. At an earlier point, internship and co-op programs were the purview of engineering schools. However, business schools have adopted and enhanced this model of preparing students. The MCOB has now made experiential learning an integral part of its mission. The MCOB has a coordinated set of courses and programs, especially the Professional Readiness and Engagement Program (PREP), specifically designed to prepare

students for internship experiences and subsequent careers.

Austal approached the MCOB in 2017 about the prospects of a co-op program and later an internship program. This opportunity provided a special chance



In July 2017, Austal approached the Mitchell College of Business regarding co-ops and internship possibilities. Austal offered three co-ops, starting fall 2017, in supply chain management. Austal is a global designer and manufacturer of defense and commercial ships.
Photo above courtesy of Austal USA

to strengthen student preparedness, learn from industry professionals and assess curriculum design and content. In part, the partnership encouraged the MCOB to answer the critical question: “Are we preparing students that leading-edge firms want to hire?” This alliance prompted a bit of introspection and self-examination that has only led to us becoming stronger and more relevant in what we do and how we do it to respond to heightening industry expectancies.

As an added bonus from the Austal/MCOB partnership, the Vice-President of Supply Chain Management is now teaching our capstone supply chain management course, which immensely augments curriculum relevance. Accompanying this strong practical and managerial benefit, the VP also has a Ph.D. in supply chain management,

thus strengthening his appreciation for the need for research, pedagogical and managerial interfaces. Having an executive teach the SCM class delivers both applied and theoretical blends that ultimately influence the quality of

MCOB student readiness for industry challenges and opportunities. In short, we produce a better product that is attractive to a range of top firms across the region and nationally. As the MCOB steadily enhances the competitive viability of its students, all stakeholders win — employers, customers, the institution and society at large.

Going forward, the MCOB seeks to replicate, as much as possible, the Austal template in accounting, finance/economics, management, and marketing/quantitative methods. The ultimate aim is to make the MCOB the business school of choice for students and employers in the Gulf Coast region and vicinity. Preparing and graduating stronger students can be leveraged to benefit recruitment, research, development and overall marketing.

If your business is interested in hosting an intern, please contact the Mitchell College of Business Coordinator of Experiential Learning, Megan Bennett, at (251) 460-7194 or mebennett@southalabama.edu.

Somewhere Over China

MELLISA LOW



Along with many others, I have always dreamed of traveling the world. I was able to realize my dream thanks to the University of South Alabama Study Abroad program. Graduating in December with a major in marketing and a minor in communications, I chose to spend my 2018 spring semester abroad in Beijing, China. My experiences would fill a book and, as they always say, I came back a different person. I am now much more open-minded and realize that understanding the differences across cultures only broadened my view of the world and deepened my desire to travel.

While in Beijing, I really encountered diversity for the first time. I attended the University of International Business and Economics (UIBE), an international university, and met people from all over the world. Since my classmates were fellow international students, my team-based projects gave me the opportunity to work with and learn from them. Sharing our different and diverse perspectives was at the same time fun and challenging. Classes were also a learning experience in more ways than one. Rather than having exams, quizzes and other assignments throughout the semester, Chinese classes have a single exam at the end of the semester. For most of my classes, the final exam was a group presentation.

I also learned from my day-to-day experiences. Differences in the spoken language also challenged me since most Chinese do not speak English and most everything was written in Chinese. This was especially challenging when ordering food (thank goodness for menus with pictures) and banking (at least the calculators used the same numbers). I realized for the first time what it must be like for international visitors and immigrants coming to the U.S. who don't speak English.

I also learned from day-to-day life. The Chinese people prefer to drink hot

water over cold water because they believe that it is better for your health. Because of this, it was very rare to see cold drinks. The other American students and I learned to adapt to either drinking warm beverages or paying extra for ice to chill the hot drinks. Another cultural difference that was new to me was the Chinese custom of not addressing an elder by name; to do so is considered insulting and rude. Rather than using the person's name, the Chinese address their elders by title (aunt, uncle, grandmother, etc.) depending on their age. Replies are also made in the same manner; a child might be addressed as small friend by the adult. My contemporaries were addressed as sister or brother.

What I liked most about studying in China was the food, the modes of transportation and WeChat Pay. Chinese cuisine is a mixture of dishes from across China ranging from Peking duck to dumplings and to my favorite, hot pot. The hot pot is a simmering pot of soup placed in the center of the table. The soup is spicy, bland or somewhere in between. After choosing the soup, the diners order meat, seafood and/or vegetables that are cooked in the soup. It was fun to "cook" the dinner at the table.

There are a number of ways to get around China. I enjoyed the bike sharing companies that are located throughout China. Bicycles and motorcycles have their own lanes on the streets. Renting a bicycle is an inexpensive way to get around, experience China up close and see the beauty that is Beijing. I also enjoyed the other end of the transportation spectrum — riding the bullet train to other cities. These trips were my first experience in train travel between cities. The bullet train could reach speeds of 350 mph; it feels as if you are on a plane except you can see the scenery as you pass through it.

WeChat Pay is a part of a multipurpose app in China called

WeChat. WeChat Pay is an online payment system used by everyone across China. The cell phone takes the place of cash or credit cards, and all transactions are electronically transferred using QR codes. Using WeChat Pay necessitated bringing a battery pack for your phone; a dead phone has no purchasing power. WeChat Pay also worked well for dividing the check at restaurants. Simply type in the number of diners and the app does the rest. It's a very convenient and efficient way to make payments .



Marketing senior Mellisa Low spent her 2018 spring semester studying abroad in Beijing China, where her experiences taught her more than just business.

I can definitely say that I'm not the Mellisa who left a few months ago. I've learned new ways to travel, make payments and adapt when language differences are a challenge. The places I visited, the things I saw and my experiences have made a lasting difference in my life. I hope that all of you have the opportunity to travel some day and learn from the experience as I did.



Marc Porter and Jean Baptiste LeMoyné de Bienville, the direct descendant of Bienville of Mobile. Bienville is now a deputy secretary of international economic development for the French government.

La Vie Dansante

MITCHELL COLLEGE OF BUSINESS ALUMNUS DR. MARC PORTER

Dr. Marc Porter grew up in Huntsville, Ala., attending Decatur High School. He graduated from the Mitchell College and now owns a consulting company. Sounds like a fairly typical alumni story, but the underlying journey is anything but.

The oldest of three brothers, Porter was the son (and grandson) of engineers who worked for NASA and NATO. At that time, the Huntsville area was heavily influenced by the aerospace industry. Although he attended a traditional Alabama high school in Decatur, many of his fellow students were the children of European scientists. There was also a constant stream of visitors from across Europe who came to

his house to see the “typical” American house complete with horses on the property. He traveled extensively in the United States. His father’s business trips were planned as geographical road trips for the family. He also visited Mexico and Canada with his family but itched to see more of the world.

Porter began his college career at the University of Alabama Huntsville but soon transferred to South. The move was driven by his interest in the global economy and Mobile’s reputation as a hub of international trade. He also enjoyed living in an area located between New Orleans and the Florida beaches.

Like many of his fellow students, Porter balanced academics with an

active social life across the bay and work. He learned much as a salesperson with the department store Parisian. His sales manager was competitive to the point of charting an individual’s sales by hour and day in addition to the standard weekly chart. Porter thrived in this environment and learned to balance his needs to meet quota with the traditional “soft sell” approach of the Deep South.

While at South, he was also fortunate to participate in an exchange program sponsored by the Mobile Area Chamber of Commerce. Visiting Honduras, his proximity to the Nicaraguan civil war was unexpected and frightening. He remembers the sound of exploding bombs interrupting their daily activities.

Porter graduated from South with a degree in international business. His first stop was Washington, D.C. While waiting tables, he began networking with his customers. Through them, he found an internship with a Taiwanese think tank whose mission was to influence the United States and other countries to view Taiwan as an independent country. Porter used the research and writing skills acquired at South to review and consolidate news articles favorable to the effort. Completing the internship, he moved to New York City after getting a job with Delta Airlines (he got the job following his application via a New York Times want ad). He attributes his success in landing the job to luck. The Delta interviewer was from Alabama and knew Mobile and the University of South Alabama. Leaving Delta, he joined South African Airways, pricing international fares using exchange quotes from the Wall Street Journal. The process was complicated by the fact that all U.S. passengers at the time connected via stops in Europe or South America.

Although a little later than normal, Porter took a “gap year” following his time with South African Airways and traveled the world. When he returned, he decided that he had had his fill of New York and moved to Los Angeles. Finding a job working for an insurance company that sold life insurance and annuities and managed pension funds, Porter was tasked with explaining the fine print to customers. Unfortunately, the firm became entangled in the junk bond fiasco and was taken over by the state of California. The good news is that Porter managed to keep his job explaining the policies to the firm’s customers. The bad news is that many were extremely

back to Los Angeles.

While in Los Angeles, he joined Toyota and met his future wife. Originally from France, she wished to return home, so he transferred to a French subsidiary of Toyota in the north of France. Although the corporate world in France “guarantees” permanent employment, the salary structure and potential for advancement are less lucrative than in the States. Porter decided to open his own consulting company in Paris (with L’Oréal, Dannon and BMW among his initial clients). These clients were the result of networking and his corporate experience.

world order, and Porter’s firm helps them navigate it. In addition, as chair of Republicans Overseas France, he often finds himself in the media discussing current American policies to help those in France better understand the new direction of the country.

When asked about the evolution of his career, Porter gives the credit to his understanding of how things change. He has been able to move fast when needed and slow when necessary. His efforts have moved from the operational levels in major companies to the strategic level. At the same time, he has learned to take a 20,000 foot view of the company and focus on the organization and its people.

Porter says South taught him about a way of life that is rare and deep and allows him to have insights into America and the world that we view as normal but others do not easily understand. This leads to a very interesting, competitive advantage.

upset with their financial losses and he experienced at least one punch to the face.

Sickened by the problems caused by greed, he abandoned business to return to the simpler, pure life of education and enrolled in a master of arts program in anthropology. To complete the program, he and two other students were sent to the Philippine Islands to complete research on a remote tribe. The tribe had no connection with the modern world and lived in a communal lifestyle, sharing everything. The members of the tribe also helped themselves to the students’ personal goods including Porter’s Walkman. The experience soured him on “pure” education, and he returned to the world of business.

Through another network connection, Porter assumed a leadership position with Foster Grant (a subsidiary of L’Oréal) in Hong Kong during the transition from British rule to China. Although relatively smooth, the transition still held a significant amount of uncertainty. Porter decided it was time to return to the States and moved

His clients shared a common need: how to better identify, reorient and implement a change in their strategic direction. To be better able to provide leadership in that effort, Porter enrolled in a master of science program in change management jointly offered by Oxford University and HEC Paris. The degree provided the theoretical underpinnings to better manage the practical applications of his customers. He subsequently earned a Ph.D. in management at Kedge Business School in Marseille, France.

Working on a project basis, the company continues to thrive, always exploring new directions in different geographical areas. One new direction is the political arena. The company provides support in Washington, D.C., for those international companies and individuals who need assistance communicating their viewpoints. As Porter points out, this is a new ballgame following the election of President Trump. International companies are finding it difficult to understand the new

It’s been difficult to balance. He still craves the hands-on work but has come to understand that working on the higher strategic vision is much more fascinating and satisfying. The approach has also allowed him to work with governments of countries and, therefore, develop an even more macro view of life.

Porter says South taught him about a way of life that is rare and deep and allows him to have insights into America and the world that we view as normal but others do not easily understand. This leads to a very interesting competitive advantage.

As he continues this intricate dance called life, Porter says that South still means one thing to him — home. Although his life in France is more than comfortable, he is always happiest when he returns to Alabama.

He also works with those in the U.S. to strengthen the relationship between the two long-time allies; for example, a current project is the renovation of Bienville Square using funds from the French government.

Get Connected Day

Get Connected Day is an annual networking event hosted by the Mitchell College of Business. The primary purpose of Get Connected Day (GCD) is to increase student engagement within the college by inviting student organizations to set up displays. During GCD, students are able to speak to student organization members about their organizations. This is also an opportunity for them to speak to faculty members outside of the classroom. Although MCOB hosts GCD, all students, faculty and staff are welcome to come. About 500 students attended GCD 2018, the largest attendance to date.

As part of GCD, MCOB provides food, games and giveaway prizes throughout the event. The highlight of GCD was the inflatable jousting ring and bungee cord run. To beat the heat, free snow cones were handed out. During the event, students had the opportunity to participate in a raffle. Prizes were donated by local businesses.





2018 Causeway Pitch Competition

The Mitchell College of Business Melton Center for Entrepreneurship and Innovation hosted the third annual Causeway Pitch Competition on Nov. 7th at the Fort of Colonial Mobile. Fourteen student teams earned the opportunity to present their ideas live. Students competed for over \$5,500 in prizes.

After the students completed a poster to promote their ideas, a few were selected to deliver a 1-2 minute elevator pitch on a duck boat on Mobile Bay. Bailey Duos with the Port City Pups business plan was awarded first place. Duos stated, "Winning the \$2,000 is definitely a perk, but the validation this competition gave me is worth more than money. I've been working on this business for three years, and to have it recognized as a great idea means everything to me." Kaitlin Kelly with the Online Retail Store for Short Women received second place and Brianna Ladnier's Hold N Fold idea was given third place. Additional awards were earned for Students' Favorite and best in each college.



3+3 THREE PEOPLE THREE QUESTIONS



PAUL PIETRI
Professor Emeritus,
Management

1 What are you reading?

I enjoy Greg Iles, the Mississippi Writer. Presently reading his *Natchez Burning* trilogy.

Who is inspiring you?

Being 81, in my age group health is a major concern. Many of my good friends have faced or presently face difficult circumstances managing their own health or caring for a spouse or family member whose health is poor. I see many of these health-challenged friends weekly and THEY inspire me.

What is the best part of your day?

One is when I walk into my class to teach; I still get a “high” doing that (most days anyway!). Another is around 5 p.m., when a libation and almonds join me while watching the evening news!



MEGAN BENNETT
Coordinator of
Experiential Learning

2 What are you reading?

The Happiness Project by Gretchen Rubin. Gretchen started her career in law and was working as a clerk for U.S. Supreme Court Justice Sandra Day O'Connor, when she realized she wanted to be a writer. Her book encourages readers to always do what you are passionate about.

Who is inspiring you?

My husband continues to inspire me every day. Even after working 14-hour days seven days a week, he comes home from his long days at work and gives his undivided attention to our children. He even wakes up throughout the night to tend to our infant daughter. He never complains and is one of the most hardworking people I know.

What is the best part of your day?

The best part of my day is coming home from work and seeing my two smiling children and our big Rhodesian Ridgeback puppy run to me. Being a working mom is not without its challenges, but seeing those faces makes every day worth it.



ASHLEY BROWN
Mitchell Ambassador
Class 2018

3 What are you reading?

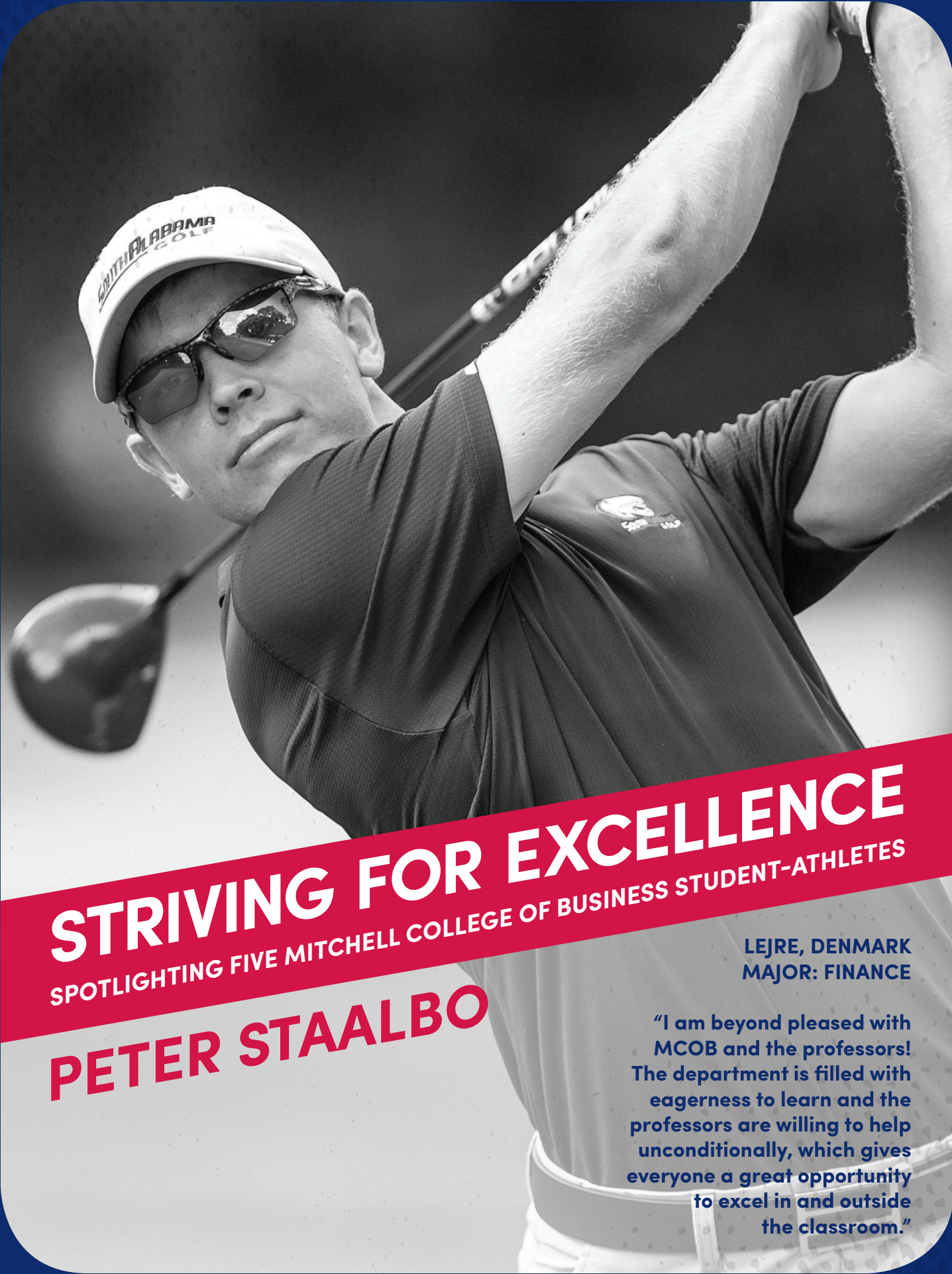
I am currently reading *Smart Women Finish Rich* by David Bach.

Who is inspiring you?

My sorority sisters are currently inspiring me! I've had a couple of sisters to graduate in May and they've all secured full-time jobs around the country. It motivates me to walk across the stage May 4th.

What is the best part of your day?

The best part of my day is definitely getting in my bed and going to sleep. I cherish sleep so much; it's one of my favorite pastimes.



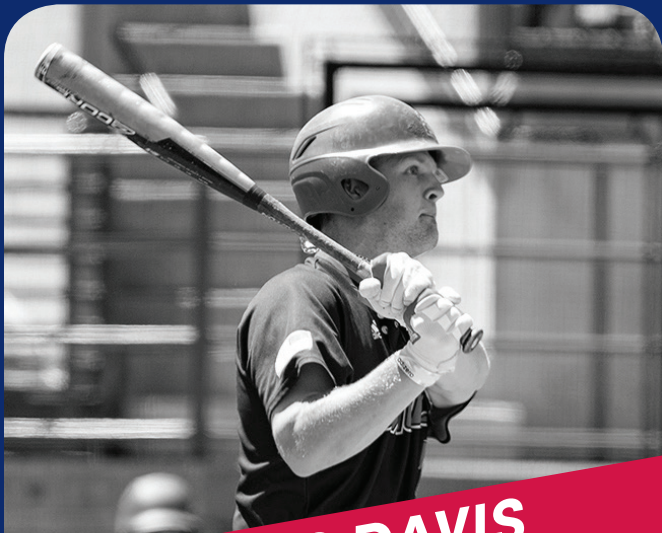
STRIVING FOR EXCELLENCE

SPOTLIGHTING FIVE MITCHELL COLLEGE OF BUSINESS STUDENT-ATHLETES

PETER STAALBO

LEJRE, DENMARK
MAJOR: FINANCE

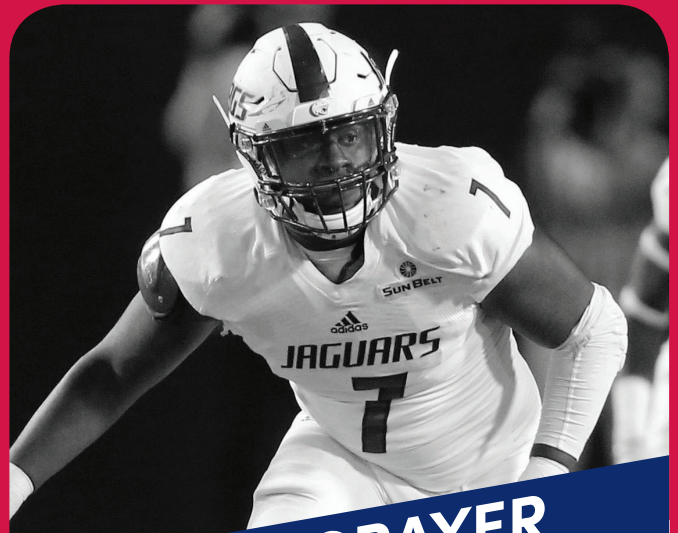
"I am beyond pleased with MCOB and the professors! The department is filled with eagerness to learn and the professors are willing to help unconditionally, which gives everyone a great opportunity to excel in and outside the classroom."



WELLS DAVIS
COLUMBUS, GEORGIA

MAJOR: GENERAL BUSINESS

“The faculty at MCOB has pushed me to be the best I could be on and off the field. I am very grateful for their persistence.”



SEAN GRAYER
GREEN COVE SPRINGS, FLORIDA

MAJOR: MARKETING

“The Mitchell College has taught me how to grow as a person and fine-tune skills I never knew I had.”



JULIE HOVLAND
BERGEN, NORWAY

MAJOR: INTERNATIONAL BUSINESS

“What I love most about MCOB is the bond you get with the professors and the opportunities to learn about life as well as business.”



ANDY ARGUELLES
MIAMI, FLORIDA

MAJOR: FINANCE

“MCOB and the faculty have provided me the opportunity to not only grow as a student but also learn more about myself and what I want to be.”



MITCHELL COLLEGE OF BUSINESS EXECUTIVE ADVISORY COUNCIL

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WALNE DONALD

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JANET HAYES

Chief Operating Officer
Leavell Investment Management

THERESA HOWARTH

Director of Finance, Asia *(retired)*
EDS

TOM HOWIE

CEO
T Howie Consulting

BRIAN KANE

Owner/Managing Partner
Fairhope Brewing Company

DONALD KEELER

Vice President Human Resources
Austal USA

ALLEN LADD

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Thames Batré

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JIM LAUDER

Chief Executive Office *(retired)*
Global Index Advisors, Inc.

KATE LUCE

President & CEO
Mississippi Export Railroad

BRUCE MCCRORY

Operations & Business Development
Nations Roof

CHRIS MELTON

Chairman and CEO
The White Oak Group

ABRAHAM MITCHELL

Owner
Mitchell Brothers

MELISSA MORRISSETTE

Vice President-Owner
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BUBBA O'GWYNN

Market President
BB&T

DAVID PADGETT

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Davison Fuels & Oil

WENDY ROBERTSON

General Manager, Operations
APM Terminals

RHETT ROSS

President & CEO
Continental Motors

MICHAEL SANDERS

President/Owner
Sanders-Hyland Corporation

TIM SHEARER

Managing Director *(retired)*
PricewaterhouseCoopers
Advisory Services

BILL SISSON

President
Mobile Area Chamber
of Commerce

TIM SMITH

Managing Partner
Smith, Dukes & Bucklew, LLP

FRANK SOUTHALL

Chief Accounting Officer *(retired)*
Ruby Tuesday

BILL STEJSKAL

Director of Human Resources
Roman Catholic Diocese
of Nashville

TOM STIEHLE

Vice President, Business
Management, CFO and CIO
Ingalls Shipbuilding

DAVID TRENT

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Financial support dramatically impacts the lives of the students in the Mitchell College of Business. Your support makes us who we are today and directly affects tomorrow's business leaders.



SCHOLARSHIP RECIPIENT SPOTLIGHT

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"The Mitchell Scholarship has impacted my college experience and life in a tremendous way. It has given me the opportunity to network and develop meaningful relationships inside and outside of the college. With the help of the Mitchell Scholarship Program, I have been able to intern in multiple business settings, such as retail management, purchasing, supply chain and sales. The Mitchell Scholarship has also taken the concern of paying tuition off of my shoulders, which has enabled me to focus more on my education and professional experience. I believe my college and work experience has guided and rewarded me in ways that I think would not have been possible without Mr. Mitchell's contributions."

THREE AREAS OF PRIORITY FOR THE COLLEGE INCLUDE:

STUDENTS

The enrollment, education and graduation of outstanding students is of paramount importance to the Mitchell College of Business. Employers and other external constituents benefit from inspired graduates entering the workforce. In order to attract these students, the Mitchell College must offer competitive scholarships. The Mitchell-Moulton Scholarship Initiative matches any endowed undergraduate scholarship gift dollar-for-dollar.

ACADEMIC ENHANCEMENT

Advances in technology, changes in classroom design and active-learning teaching methods have drastically changed the educational environment. In order to maximize learning outcomes, the Mitchell College must incorporate these advances into the classroom. Join us as we embark on a campaign to update (classrooms and other) Mitchell College of Business learning environments.

THE INTERNATIONAL EMPHASIS PROJECT

Our students will enter an increasingly complex and competitive global economy. Research and experience show that students who participate in global immersion opportunities are better prepared for competition in the global economy. The goal of our international emphasis project is to ensure the affordability of study abroad opportunities for all interested students.

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MITCHELL COLLEGE
OF BUSINESS

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