

MITCHELL

SPRING 2017



INAUGURAL CLASS

MITCHELL ALUMNI FELLOWS

LIVING IN A LAND DOWN UNDER

THERESA BRONOLD HOWARTH

OUT OF PRACTICE

JERE FRIEDMAN

A publication of the Mitchell College of Business
at the University of South Alabama



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FROM THE DEAN'S DESK

2017 marks the 50th year of the Mitchell College. Many of the people and events that were instrumental in our five decade journey will be honored in the fall edition. A semester of celebration kicks off with our students on August 17 and concludes with our Anniversary Gala on October 28. The calendar on page 20 lists the activities scheduled this fall.

Our last three years have been extremely busy. The College that I currently serve is not the College that I joined in July 2014. Our accomplishments and growth are the result of a multitude of individual and collective efforts by our faculty, staff, and external constituents. I also want to recognize the senior campus administration that has supported our endeavors.

Dr. Tony Waldrop joined South Alabama as its third president in April 2014. I joined the Mitchell College three months later and, with the faculty, staff, students, and Executive Advisory Council, developed a new strategic plan for the College. I am very proud to say that the five-year plan is largely accomplished.

The Professional Readiness Engagement Program (PREP) was launched last fall. Three sequential professional development courses culminate in a required experiential learning activity. In addition, we held our first two Melton Center student entrepreneurial competitions this year, the "Causeway Pitch" competition last fall and a business plan competition this spring. Our Jaguar Investment Fund students now manage a portfolio of large and mid-cap stocks. We continue to increase the number of academic scholarships available to our students, and this spring we capped our academic year with the naming of our first class of Alumni Fellows at our annual Scholars Banquet.

Over the last three years we have added a number of new faculty members and increased scholarship expectations. A number of our new colleagues will serve as faculty in our DBA and MBA programs; these include Dr. Joe Hair joining us as DBA Director and Dr. Craig Pearce as the



Ben May Chair of Business. We also instituted a summer research grant program and have upgraded our classroom facilities.

Beginning this fall, students will have the option of majoring in International Business. We signed exchange agreements with Rennes Business School (France), Toulouse Business School (France), Adolfo Ibanez University (Chile), and the University of Newcastle (Australia). In addition, our students now have the opportunity to participate in short-term immersion experiences.

Most significantly, we have appreciably expanded our engagement with the local and regional community. The number and geographical diversity of our Executive Advisory Council membership has increased three-fold; we also have advisory councils for all majors, centers, and special programs. Our graduate and undergraduate students are involved in several consulting projects for corporations and non-profit entities. The number of Mitchell College students completing internships has also increased significantly.

The College is moving forward to meet our vision. We look forward to realizing the vision with you.

Best Regards,

Bob

"True leadership can come from *anyone* at any level of the organization."

BRAIDED STRANDS

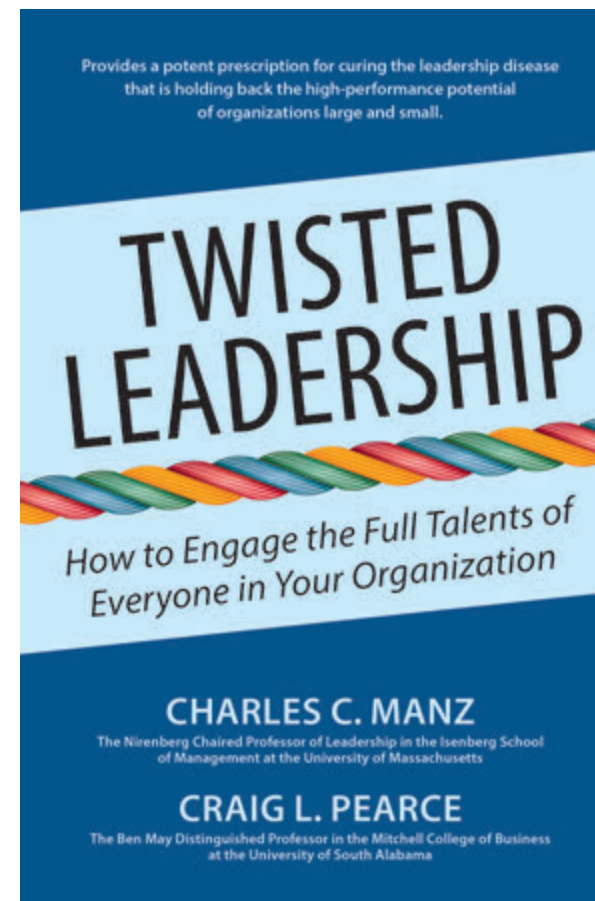
DR. CRAIG L. PEARCE
AND TWISTED LEADERSHIP



In his new book *Twisted Leadership*, Dr. Craig Pearce shows that leadership is a dynamic and complex social process—not simply a role. Dr. Pearce, the Ben May Distinguished Professor at the Mitchell College of Business (MCOB), suggests that true leadership can come from anyone at any level of the organization. In reality, overreliance on the traditional top-down leader/subordinate model fosters abusive power and corruption and wastes human capital.

Twisted Leadership fashions a new kind of leadership combining four related but independent strategies—self-leadership, super-leadership, shared leadership, and socially responsible leadership. Dr. Pearce blurs the lines between leaders and followers to facilitate activities that create and sustain twisted leadership.

Dr. Pearce joined the MCOB faculty in 2016 continuing a storied career as a speaker, consultant, and entrepreneur. One of the top scholars in management, he has published numerous articles and several books including *Share, Don't Take the Lead*; *The Drucker Difference*; and *Shared Leadership*. Dr. Pearce has been featured in the *Wall Street Journal* and the *Financial Times Agenda* and is a 2016 recipient of the Penn State Alumni Fellow Award. He has advised and consulted with a number of organizations including American Express, the Central Intelligence Agency, Land Rover, Mack Trucks, and Panda Express. He received his B.S. from Pennsylvania State University, his MBA from University of Wisconsin-Madison and his Ph.D. from the University of Maryland-College Park.





NEW VENTURES

THE MELTON CENTER FOR ENTREPRENEURSHIP AND INNOVATION COMPETITIONS

The Melton Center for Entrepreneurship and Innovation (MCEI) is under new leadership with a repurposed vision and mission. According to Dr. Donald Mosley, Jr., the Executive Director of the MCEI, “The Melton Center’s vision is to educate, engage, develop, and impact our community. This effort includes two student competitions, the Causeway Pitch Competition and the Coastal Venture Challenge.”

The MCEI hosted the first Causeway Pitch Competition in November at the USS Alabama Battleship Memorial Park. An elevator pitch competition with a unique twist, student entrepreneurs persuaded Mobile’s best business minds while riding the Causeway in a Gulf Coast Duck Boat. Competitors included students from biology, nursing, computing, engineering, and graphic design, in addition to Mitchell College students.

Placing first was Kobi Bell for an environmentally friendly, reusable pump container to dispense personal hygiene products such as toothpaste and body lotion. Raphaela Reiner, an exchange student from Germany, took second place with an idea to provide by-the-hour automobile rental to college students on large



campuses. Taking third place was Blakney Barrett, who pitched an idea for a clothing tag that would indicate to store owners if a purchased product had been worn. Mike Jeffries won the social entrepreneurship award for his idea of a dog park with beach and water access where dogs and their owners could play together.

The inaugural Coastal Venture Challenge was held this spring. Nineteen teams submitted qualifying videos; the top four competed live, Shark Tank style, in front of judges and an audience of students, professors, and MCEI Board Members.

The grand prize winner was Kobi Bell who presented Focus, a family focused fitness center created to provide classes parents can take with their children, as well as more traditional individual and group fitness programs. Tyler Holenbeck was first runner up with his virtual reality bicycling product Xceed. Henry Perkins’ and Brandon Clark’s ORCA (Online Resources for Classroom Innovation) app finished third. Finishing fourth was Preston Morrison’s automated health food kiosk business.

Mosley shared, “Angel investing along the central Gulf Coast is rare right now so our ability to provide students with opportunities to compete and win seed money to start their ventures is very important. Our goal is to increase the prize purse each year so we can have a greater impact in our community.” Based on the feedback from the participants and judges, both events were tremendous successes.



**MITCHELL COLLEGE OF BUSINESS STUDENTS
LEARN AN INNOVATIVE NEGOTIATION METHOD**

Ryan Moore raised his starting compensation for a new job from \$35,000 to \$52,000. “Wow, you are a good negotiator,” his new boss told him. Coleman Moore was able to purchase a new truck at \$8,000 off the sticker price. Ashley Bailey convinced her sister to help her pay for her wedding decorations, saving \$1,000. These three students were part of an innovative negotiation course taught by Professor Jeanne Maes. The course, based on research by Wharton Business School Professor and New York Times bestselling author Stuart Diamond, focuses on perceptions, emotional intelligence and cultural diversity rather than power, leverage, and other “tough” tactics.

Professor Diamond finds that the model generates much more value. Understanding and valuing the perceptions of the other party gives a person a better starting point for the negotiation and makes the other party more likely to be persuaded. To Professor Diamond, the right answer to the statement, “I hate you!” is “Tell me more.” More information is more value. The strategy works; Google, the U.S. Navy Seals, Pfizer, and Morgan Stanley are among the organizations training their employees with the strategy.

Collaborating with Professor Diamond, Dr. Maes’ course mirrors the course at Wharton. Mitchell College students learn just how much more they can get with the negotiation skills. The strategies are vital in today’s hyper-connected world where persuasion of others is part of virtually every conversation; from getting a raise or promotion to getting children (or parents) to listen to securing discounts to even fixing relationships.

The course requires students to read a chapter in the *Getting More* book each week and then, using the tools in that chapter, negotiate something in their life. The results of the negotiations are then discussed in class. The students also practice negotiating their own real life problems in class, advised by Dr. Maes and other students.

“I started realizing that everyday situations could be managed as a negotiation and that I could get more by using the simple but effective tools described by Professor Diamond,” said Jose Navarro, a senior finance major. He continued, “I was able to take a step forward and have an important conversation with my dad about my future. I was even able to convince my dad to pay for medical school.” Abdullah Adeidan, a general management major from Saudi Arabia, found the cultural aspects of the course to be particularly valuable, being exposed to so many types of peoples and personalities. “I never thought of being so prepared – knowing exactly what I want before entering into any negotiation. I also realized the value of keeping a negotiation going, whether it’s finding common ground or simply asking questions.” He used these tools to reduce

his monthly Comcast bill from \$116 to \$40 per month. Ryan Moore, who got the higher starting compensation, reframed the “no experience” mentioned by the interviewer to “having no habits from any previous job” and how he thus “could be perfectly molded” to fit the company. Instead of asking for the additional funds all in salary, he suggested a 25% higher salary and the other \$8,000 as a signing bonus, so as not to upset the salary standards for other employees. “Thank you both for taking the time to teach students such a valuable life lesson GETTING MORE!” he wrote to Professors Maes and Diamond after getting the upfront check for \$8,000.

Professors Maes and Diamond are looking to expand the scope of the course to non-business students and make the Mitchell College of Business and the University of South Alabama a center of negotiation excellence. A recent workshop was held for officials and faculty of various schools at USA. One attendee, Dr. Jeff Landry, Professor and Chair of Information Systems Technology shared, “O’Charley’s Restaurant made a mistake on my to-go order. Instead of complaining or leaving, I made a human connection with the staff and asked about their service standards. When the Operations Director called me, I thanked her for reaching out on a Saturday, offered a tip for fixing their web page, and encouraged her to have the IT staff give me a call. I got a \$20 gift certificate.”

Day in and day out, those who use these tools are getting more. The course is Negotiation. The website is www.gettingmore.com.





LIVING IN A LAND DOWN UNDER

AN INTERVIEW WITH ALUMNUS THERESA BRONOLD HOWARTH

What was it like growing up in Mobile?

Growing up in Mobile was idyllic: a safe, family-oriented city with excellent seafood, the beautiful azaleas, and, of course, Mardi Gras. I enjoyed family life with my five brothers and sisters and family vacations at Gulf Shores. I attended private schools and spent my time in competitive sports and other school activities and had a part-time job in high school.

Any particular memory stand out?

At 18, I was selected as a USS Alabama Crewmate. The Crewmates volunteer their time at events promoting Battleship Memorial Park, the City of Mobile and state of Alabama. While traveling the state, I was able to interact with people from all walks of life including the Governor and state and local politicians, make television and radio appearances, and meet Hollywood celebrities. These activities motivated and influenced my personal and career plans and increased my desire to travel and experience life outside of Mobile.

Tell me about your time at the University of South Alabama.

There were several reasons I chose South. In order to be involved with the Battleship Program, it was required that I reside in Mobile County for the year. My mother had been diagnosed with cancer, and I wanted to be close to her. Also, a brother and sister had attended South, had positive experiences, and graduated finding excellent jobs in their chosen fields. In all, four of my siblings attended South. Finally, my planned major was accounting and South had a solid accounting program and was known for excellent CPA exam preparation. All in all, South was the right choice for me, and I was able to achieve my personal and academic goals.

While attending classes, I was working 20 to 25 hours a week at a local retailer. I joined a sorority and was also selected as a Little Sister for a fraternity. These groups gave me a ready social life, the ability to play sports, and a vehicle to meet people outside my College. I am still friends with many of these people today. I was also selected as a

Southerner, giving me the opportunity to represent the University.

Talk about your professional career.

I started my career with a Big Eight accounting firm in New Orleans performing financial audits. I stayed the obligatory two-year period to meet my Certified Public Accountancy (CPA) supervision requirements. Finding financial audits too routine for my creative mind, I joined a global oilfield services firm based in Dallas. I traveled domestically and internationally 80% of the time performing operational audits, analyzing cost efficiencies, and improving manufacturing processes.

In 1990, I started my MBA in finance at Tulane in New Orleans. Following graduation in 1992 I had job offers from global consulting firms and several Fortune 500 companies. I chose to work for Electronic Data Systems (EDS), an information services technology firm with a massive global presence headquartered in Plano, Texas.

I had various senior roles within EDS during my 12 years of employment including the role of financial consultant, the highest expert level. While at EDS, I earned the American Institute of Certified Public Accounts (AICPA) Business Valuation License in 2000. My last position was Director of Finance and Treasury Operations for Asia Pacific. During my employment at EDS I was responsible for business planning, Finance Committee submissions, mergers and acquisitions and off balance sheet financing. While working with EDS I stayed involved in the community as a member of Junior League, mentoring high school students within the Plano school district, and serving as a Confraternity of Christian Doctrine (CCD) teacher. I continue to teach CCD in Sydney state schools.

How did you get to where you are now?

As a financial consultant, one of my primary functions was mergers and acquisitions. In that role, I was responsible for all aspects of the U.S. and European transactions. In 2001, I was asked to move to Hong Kong for a two-year expatriate assignment as Director of Finance and Treasury Operations for the Asia Pacific Region including Australia and New Zealand. I negotiated a move to Sydney rather than living in Hong Kong. After three years in Sydney I was asked to stay in the region but instead I chose to move back to headquarters in Plano.

My return to Plano did not go as expected. During my career I worked in 27 countries,

traveled to 14 more, and visited Antarctica on an expedition ship. I found the return to headquarters quite restrictive after having run the Finance and Treasury operations for a region involving extensive travel. I left the company in July 2004 and moved to Sydney where I live today with my husband.

Life outside of "Corporate America" has agreed with me. My husband and I travel extensively. I have a home in the Colorado Rocky Mountains, our "full-time" home on Sydney Harbor, and a beach home just north of Sydney when we need to relax. We work on our investment portfolios and enjoy our lives. I forgot how to "play" while working in the corporate world and now appreciate the simple things in life. I get to Mobile at least once a year; it really has not changed since I left 35 years ago.

What advice do you have for someone starting out today?

Companies seek well-rounded employees who can interact with a range of people and cultures and who can survive in a competitive and complex environment. I would hire a student with "life experiences" and community involvement ahead of a student who is only focused on academics. My advice:

- Plan financially to retire early (this will give you more flexibility as you age)
- Take calculated risks with your career
- Never compromise your ethics or values
- Get involved in your company, industry and community
- Develop survival skills and be aware of company politics
- Be the best at what you do and constantly develop new skills to be valuable to your employer
- Forgive yourself for mistakes you make and start each day with a positive attitude
- Do not be afraid to make a move to further your career (I moved six times)
- Do not bring personal or family problems to the workplace
- Have passion for your job and do not waste time in a job you do not enjoy
- Get as much international experience as possible and/or learn a foreign language



BY BILL SISSON, PRESIDENT & CEO,
MOBILE AREA CHAMBER OF COMMERCE

The Mobile metro area economy is booming, growing at one of the fastest clips in the country. This rapid expansion is fueled by a number of business sectors, such as shipbuilding, aviation/aerospace, distribution, chemicals, healthcare, information technology, education and many others.

Recently, Mobile was ranked fourth among mid-sized cities on its “Best Cities for Job Growth” by *New Geography*; named one of the three best markets in the mid-South for the aerospace industry by *Southern Business and Development*; and listed as one of the “Aerospace Cities of the Future” by *Foreign Direct Investment, fDi*.

Advanced manufacturing is the common theme among Mobile’s economic drivers. This is especially important since at the lowest point of the recent recession manufacturing jobs, world-wide and here locally, took a big hit – falling to a low of 13,900 employees in Mobile County. The good news for Mobile is that manufacturing employment reached well over 20,000 employees in 2016.

Mobile’s job growth is outpacing much of the country with manufacturing employment increasing an astounding 31 percent since 2010. This is compared to only 7 percent at the national level. These jobs are leading to new economic prosperity in the region and providing growth opportunities in

the service sector, residential and commercial real estate development, and retail. The recruitment of manufacturing jobs has proven to be a successful strategy with a more than 16 percent growth seen in the area’s wage rates during that same time period.

The year alone has been particularly robust for new business locations and for expansion of existing companies. Within 48 hours the Mobile Area Chamber celebrated two economic development wins. First, Continental Motors announced a new state-of-the-art facility and office complex, recommitting to Mobile as its corporate headquarters. Next, Walmart formally announced its newest direct import distribution center will be built in western Mobile County, and the company will hire 550 full-time workers. The 2.5 million square-foot facility will stock the company’s other distribution centers along the central Gulf Coast. It will be one of six of its kind in the U.S. There’s more on the distribution front with Amazon announcing Mobile as its first investment in Alabama. The company is building a sortation center and expects to hire 360 part-time employees. Kimberly-Clark also announced significant expansion plans for its Mobile mill, the first of multiple investments expected over the next two years.

Within the last 18 months, we’ve seen other project announcements, including:

- APM Terminals recently announced additional investment in its container terminal at the Port of Mobile, expanding its container yard by 20 acres. The investments will include two super-Post Panamax ship-to-shore cranes.
- BASF Chemicals launched a new product line to make biodegradable cleaning agents more effective. The company located this project on Evonik’s campus in south Mobile County.
- Bayer Crop Science co-located at Evonik, using an Evonik chemical in the production of an agricultural herbicide.
- Canfor Southern Pine recently located its U.S. headquarters to Mobile, with plans to hire 22 additional employees.
- Also expanding their facilities and operations are Lenzing Fibers, Millard Maritime, Prism Systems and Tate & Lyle.

- Hutchinson Aerospace completed a new Manufacturing Center of Excellence at Mobile Aeroplex at Brookley to serve the region’s burgeoning aerospace industry; and
- MAAS Aviation recently constructed a twin-bay paint shop facility dedicated to maintenance, repair and overhaul (MRO) and will create 100 jobs.

It’s worth mentioning that there are unprecedented opportunities to help entrepreneurs launch and expand their local small businesses, new tourist attractions and a growing convention schedule are bringing more people to Mobile, and our local city and county governments are stronger than ever. With an economic engine that’s virtually firing on all cylinders, our local economy should continue to experience explosive growth.



ACTIVE MARKETING

MARY KRISTIN LEE

Mary Kristen Lee, a native of Mobile, always knew that the University of South Alabama would be where she would earn her undergraduate degree. South has played a large role in her life. Both her parents are graduates, her mother also becoming a faculty member. Kristin grew up across the street from campus, and even spent eight years taking piano lessons from Dr. Holm at the Laidlaw Performing Arts Center. “With such a beautiful campus and a community of individuals who strive to give you the best experiences, I knew that South would be a place I could grow and make an impact.”

As a youth, Kristin served as an Azalea Trail Maid and an Oakleigh Belle with the Historic Mobile Preservation Society. While attending high school at W. P. Davidson, she participated in Jubilee BEST Robotics; this experience introduced her to marketing concepts and activities and exposed her interest and strengths in that area. With the guidance and support of faculty sponsor Mrs. Parker, Kristin took on a leadership role in the marketing portion of the competition. She used her skills in design, communication, and creativity to help lead the team to win several local and regional awards. This success led to the realization that marketing was something she wanted to learn more about.

During her freshman year, Kristin was selected to join the first class of Mitchell Ambassadors. This student group serves as representatives of the College to both internal and external constituents and works alongside the Executive Advisory Council. In addition, the group also provided a number of opportunities to interact with and learn from industry leaders through programs such as the Executive Leadership Series. “The opportunities that I have been given in the Mitchell College of Business are ones that I believe truly set our school apart from other business schools. We are able to interact with leading professionals, learning exactly what it takes to build an impactful career following our graduation.”

Kristin, like many other students, describes her learning style as “hands on”, a concept that is



fully embraced within MCOB. She completed two internships for course credit, and was able to use her experiences to further understand classroom concepts. During her junior year, she completed a 14-month internship at Battleship Memorial Park. “With most classes looking at marketing in the corporate environment, it was exciting to work in tourism marketing. This experience has given me a different point of view from my classmates and allowed me to apply marketing concepts in different areas not often discussed.” Kristin’s internship was project based. She completed a variety of tasks such as developing databases, coordinating media marketing efforts, and facilitating special events and activities at the park. Having previously served on the ship as a USS ALABAMA Crewmate, she used her knowledge of the ship’s history to create dynamic messaging to draw in visitors from across the country.

During her final semester, Kristin interned with the Marketing and Communications Department of the USA Health System. This internship focused on critical thinking and problem solving. Kristin was able to take her knowledge of marketing and merge it with communication efforts, resulting in work on many projects that helped to maintain the brand reputation held by the Health System. “I feel incredibly lucky to have had the opportunity to complete two different internships while earning my undergraduate degree.



I believe that each of the experiences have allowed me to be more active in the classroom, being able to relate concepts to real life experiences. Attending a school with a network of working professionals who are willing to mentor and work with students has been such a benefit. As the school continues to grow in the coming years, it is exciting to see all of the internship opportunities that are being opened to students.”

Along with being a full time student, Kristin also held several part-time jobs while completing her degree. She describes the jobs she worked as each being chosen intentionally to allow her to add a variety of skills and experiences to her knowledge of business and how it works. Working as a cake decorator at Simply Sweet Cupcake Boutique, Kristin not only had a creative outlet with which she could work with her hands, but she also learned what it means to be an entrepreneur and own a small business. “It has been eye opening to work for a small business that has truly been grown from the ground up. There are often challenges and problems to be solved, but each opportunity has taught me what is needed to develop success.”

Additionally, Kristin has worked each summer at Spring Hill Swim Club as the manager. With many senior level positions incorporating management, Kristin believes that this job gave her the opportunity to learn about and develop management skills.

Finally, Kristin worked in the Dean’s Office of the Mitchell College of Business for two years. Beginning as a student assistant, Kristin’s responsibilities grew to include creating the Stall Wall Journal (the bi-weekly MCOB announcement sheet), organizing student activities, and other special projects. “Working in the office has allowed

me to get to know the faculty and staff of the College. I see how much they care for each and every student’s success. It reminds me how blessed I am to study at such an amazing school.”

Kristin has an exciting summer ahead of her. She is headed to Honduras to work with a medical mission team before returning to Mobile to begin her full-time job. Kristin has accepted a position at Battleship Memorial Park, working for the Marketing Director. In the fall, Kristin plans to return to South to begin her MBA.



SHARING EXPERIENCE

THE MITCHELL COLLEGE OF BUSINESS EXECUTIVE IN RESIDENCE PROGRAM

The Executive in Residence program gives senior executives the opportunity to share their experiences with students in the classroom.

Our initial Executive in Residence, Mr. Mike Dow, is one of the College's best known alumni. He earned both an undergraduate degree in economics and an MBA from the Mitchell College. Following graduation, Mr. Dow and his brother-in-law Jim Busby formed Quality Micro Systems (QMS) a dot matrix printer manufacturer that was eventually sold to Minolta. Mr. Dow currently serves as the Executive Vice President of Business Development at CentraLite, a manufacturer of smart automation products for home and commercial applications.

From 1989-2005, Mr. Dow served as Mayor of the City of Mobile. During his tenure, he implemented his "String of Pearls" plan, a major redevelopment initiative involving nine significant capital improvements. All of the projects were completed and have served as catalysts for Mobile's revitalization and economic growth. The city also implemented a Total Quality Management initiative that received the State Quality Management Award; the only city government in the nation to win this designation.

He currently serves as the Chair of the Melton Center for Entrepreneurship and Innovation Advisory Board and has a long history of service with many charitable and civic organizations including the Boys and Girls Clubs, Habitat for Humanity, Mobile United, Volunteers of America, the Mobile Area Chamber of Commerce, and the Alabama Port Authority. While serving as the Executive in Residence, Mr. Dow shared his entrepreneurial and managerial experiences with undergraduate students, and members of the Collegiate Entrepreneurs Organization toured CentraLite's Mobile location. He also discussed entrepreneurial ventures with graduate student classes. Shayann Vaezzadeh, an MBA student said, "While Mr. Dow's breadth of experience was impressive, his remarks emphasized the need to always consider the practical side of every decision process."

Also serving as an Executive in Residence was Mr. Jake Gosa. Mr. Gosa, an alumnus of the College, is the former Chairman of the Board and

Chief Executive Officer of American Woodmark. American Woodmark manufactures kitchen and bath cabinets for new home construction and remodeling that are sold through homebuilders, independent dealers and distributors, and major retailers including Lowe's and The Home Depot. Prior to American Woodmark, he spent 18 years in sales, marketing, and operational positions with Owens Corning and the Thomas Somerville Company. Mr. Gosa earned his Bachelor of Science degree in marketing from the College following his service with the United States Army.

While on campus, Mr. Gosa spoke to graduate and undergraduate classes on topics including strategy, leadership, managing people, business to business marketing, and family business. In addition, he participated in lunch discussions with Professional Readiness Engagement Program freshmen and Mitchell Ambassadors and Scholars. Freshman Devin Johnson said, "The Executive in Residence program is great; they have real-world knowledge that you can't just ask the regular business person about. Mr. Gosa came into his company as a VP of Marketing & Sales and became CEO. That's motivational. He honed in on the long term vision you need to hold a position like CEO. The whole concept was kind of abstract to me. I just knew they were paid a lot. He really clarified and brought me understanding of what a CEO does and how they have to handle tough situations. When things hit the fan, they are the ones who have to turn it around." Madison Douville, a Mitchell Scholar, added, "Mr. Gosa emphasized that the practices of keeping high morals, a balanced life, and looking for something positive every day are the keys to having a happy, successful life."

Mr. Gosa was named to the initial Mitchell College of Business Alumni Fellows class during his visit. He currently serves as Chair of the Parish Council, St. Michaels Parish in Amelia Island, Florida and is a former Trustee of the Burke Mountain Academy and member of the Economic Development Council of Virginia.



As part of the Mitchell College's 50th anniversary celebration, the College inducted its first class of Alumni Fellows at the annual Scholars Banquet. The award formally recognizes Mitchell alumni and other noteworthy individuals whose personal lives, professional achievements, and contributions to society exemplify the highest ideals of the College and the University. Fellows also share professional knowledge and real-world experience with the students during their return to campus. Each Alumni Fellow receives a commemorative award designed and hand cast by nationally-known sculptor and medalist Jeanne Stevens-Sollman and a ceramic jaguar created by alumnus and nationally recognized representational sculptor Sam Nettles. Members of this year's Alumni Fellow class are James J. (Jake) Gosa, Daniel A. (Dan) Grafton, Christopher C. (Chris) Melton, James H. (Jimmy) Shumock, Dr. Jeanne Sylvestre, and Abraham A. (Abe) Mitchell.

Mr. Gosa is the former Chairman of the Board and Chief Executive Officer of American Woodmark. Prior to joining American Woodmark, he spent 18 years in sales, marketing, and operational positions with Owens Corning and the Thomas Somerville Company. He earned a Bachelor of Science degree in marketing from the Mitchell College of Business and is a United States Army veteran. Mr. Gosa currently serves as Chair of the Parish Council, St. Michael Parish in Amelia Island, Florida and is a former Trustee of the Burke Mountain Academy and member of the Economic Development Council of Virginia.

Mr. Grafton retired as Chairman of the Board of Trustmark Corporation and Trustmark National Bank in 2016. He previously served as President and Chief Executive Officer of L-3 Communications Vertex Aerospace, one of the largest aerospace and technical services companies in the world. He earned a Bachelor of Science degree in finance with a minor in economics from the Mitchell College

of Business, holds an MBA from Mississippi College, is a United States Air Force veteran. Mr. Grafton currently serves as Vice-Chairman of the Board of St. Dominic's Hospital and is a member of the President's Council of the Naval Aviation Museum Foundation. He received the Distinguished Alumni Award from the University of South Alabama in 2015 and is a past chairman of The Nature Conservancy-Mississippi. Mr. Grafton was inducted into the Mississippi Business Hall of Fame in 2004. In 2005 he received the Executive Excellence Award from the Mississippi College School of Business.

Mr. Melton has over 35 years of business experience emphasizing corporate turnarounds and restructuring. He currently serves as Chairman and Chief Executive Officer of The White Oak Group in Atlanta. Prior to founding White Oak, he served as CEO of CNP, Inc., CEO of Amplified Holdings, and spent 19 years at IBM where he served in numerous executive positions including President of IBM Asia Pacific Investment Corporation and CFO of IBM's Asia Pacific Services Corporation. He earned a Bachelor of Science degree in finance from the Mitchell College of Business and has attended postgraduate education programs at Harvard University, Columbia University, Babson College, and Thunderbird University. Mr. Melton is a Lifetime Member of the USA National Alumni Association and is a member of the 50th Anniversary Annual Fund Leadership Council. He currently serves on the board of directors for Business Executives for National Security, for a number of privately held companies, and for a number of non-profit and faith-based organizations. He is also a past director of the Georgia Chamber of Commerce board and is an active member of the Society of International Business Fellows.

Mr. Shumock, a CPA, serves as Chairman and Chief Executive Officer of Thompson Holdings, Inc. He earned a Bachelor of Science degree in accounting from the Mitchell College of Business. In addition, Mr. Shumock currently serves as the Vice Chair of the USA Board of Trustees, is the Jaguar Athletic Fund president, and is a Lifetime Member of the USA National Alumni Association. He has served on a number of local charity and professional boards including the Alabama Deep Sea Fishing Rodeo, the Mobile Jaycees, the Greater Gulf State Fair, and the Coastal Conservation Association.

Dr. Sylvestre is a native of Belize. She earned a Bachelor of Science degree in accounting from the Mitchell College of Business. Dr. Sylvestre



also holds an MBA from the Mitchell College and a Ph.D. in Accounting from the University of Georgia. She joined the Mitchell College Department of Accounting following graduation from the University of Georgia and holds the rank of Professor Emeritus. She was the first undergraduate of the Mitchell College to return to teach at USA. During her tenure, she served as Chair of the Department and Beta Alpha Psi chapter advisor. Dr. Sylvestre currently serves as Treasurer of the University of South Alabama Foundation. She is a long-time member of St. Paul's Episcopal Church and is an active officer of the Order of St. John.

A native Mobilian, Mr. Mitchell holds a singular place among supporters of the University of South Alabama. The philanthropy of Mr. Mitchell, the late Mayer Mitchell, and Mayer's wife, Arlene, helped USA build the Mitchell Center arena and the Mitchell Cancer Institute to the benefit of all Gulf Coast citizens. He endowed the Mitchell College of Business and supported capital projects including the addition of the Joseph and Rebecca Mitchell Learning Resource Center and classroom renovations in the College. In addition, Mr. Mitchell offers the largest privately funded scholarship program at USA, the Mitchell Scholars program, providing multiple academic scholarships to outstanding business students. Recipients of the scholarship enjoy the most valuable business scholarship in the state of Alabama. More recently, Mr. Mitchell established the Mitchell Moulton Scholarship Initiative, an extensive program committing \$25 million to match every new dollar invested in undergraduate scholarship endowments at USA.



MITCHELL COLLEGE OF BUSINESS

50th Anniversary

CALENDAR OF EVENTS

AUGUST

- | | | |
|----|-----------------------------|------------------|
| 17 | Student Kickoff Celebration | Mitchell College |
| 17 | Alumni Gathering | Fairhope |

SEPTEMBER

- | | | |
|----|------------------|-------------------------|
| 8 | Tailgate | JAGS vs. Oklahoma State |
| 14 | Alumni Gathering | Downtown Mobile |
| 16 | Tailgate | JAGS vs. Alabama A&M |
| 21 | Alumni Gathering | Gulf Shores |
| 23 | Tailgate | JAGS vs. Idaho |
| 28 | Alumni gathering | West Mobile |

OCTOBER

- | | | |
|----|-----------------------|----------------------------|
| 1 | Alumni Picnic | Spanish Fort |
| 5 | Alumni Gathering | Birmingham |
| 12 | Alumni Gathering | Pensacola |
| 19 | Alumni Gathering | Biloxi |
| 20 | Homecoming Gathering | Mitchell College |
| 21 | Tailgate (Homecoming) | JAGS vs. Louisiana-Monroe |
| 25 | Alumni Gathering | Atlanta |
| 26 | Tailgate | JAGS at GA State (Atlanta) |
| 28 | 50th Anniversary Gala | USA Student Center |



There is more to Jere Friedman than meets the eye. At first glance, the honor graduate of the Mitchell College of Business and Georgetown University Law Center is a successful attorney with Weiss Brown, a business and technology law firm in Scottsdale, Arizona. Specializing in business start-ups, securities offerings, and mergers and acquisitions for over 20 years, he has earned a reputation as a highly skilled financial law expert and valued mentor of new attorneys. Taking a second look at Jere gives you a more complete picture: an individual who is not only successful using traditional measures but someone that is finding true fulfillment.

A native of Mobile, Jere followed a somewhat convoluted path to South. After graduating from high school in 1972, he attended the University of Colorado in Boulder. During his first year there, however, he discovered that something was missing. "I'd grown up knowing that I would follow in my brothers' footsteps to go on to college, but once I got there I realized that I had no idea what I wanted to do in life." So Jere dropped out after his first year and spent the next several years living in different places and working at various entry-level jobs.





In 1979, Jere completed a training program in Cabinetmaking and Carpentry at what is now Southern Union State Community College in Opelika, Alabama. He opened his own custom woodworking business in Opelika, building custom-made furniture and cabinets and restoring antique furniture. “I call this the ‘starving artist’ period of my life,” says Jere with a smile. “I was very talented and built some truly beautiful pieces of furniture but couldn’t make a living at it. Ultimately, I woke up one day and realized that I was broke and divorced with two young children to support. So I moved back to Mobile and started over again.”

Jere secured a job at a custom woodworking shop in Mobile and enrolled at South Alabama. He then accepted a position with a family-owned commercial real estate development and management company. Jere switched his major from education to finance and graduated from the Mitchell College of Business with honors in 1987.

In 1990, Jere enrolled at Georgetown University Law Center. “I chose Georgetown because I was interested in international law. In fact, my goal was to find work as an attorney doing business transactions in what is now the former

Soviet Union. Life, however, had other plans for me. I didn’t receive an offer from any of the firms doing that kind of work, so I broadened my search and ultimately landed a great position with one of the largest firms in Phoenix, Arizona. That turned out to be the best thing that could possibly have happened for me. I got great training and experience and, ultimately, was able to grow my own practice. And, best of all, a few months after moving to Phoenix I met Ellen, who became my wife a few years later!”

With his practice, Jere found success. But sometimes success comes with a price. Working at a large law firm can be very stressful. The hours are long, the stakes are high, and clients can be very demanding. “One morning as I was getting dressed for work I looked in the mirror and realized that going to the office was the last thing I felt like doing that day. Then, as I thought about it, I became aware that I’d been feeling that way for about two years. I decided that life is short and I did not want to spend the rest of my life feeling that way about how I earned a living.”

Ultimately, Jere left the large firm and joined a smaller “boutique” firm where he grew his practice over the next several years. When that firm broke

up in 2007, Jere set up his own firm. He grew that practice for eight years and then joined Weiss Brown in 2015.

The big shift in Jere’s life occurred when he attended his first gongbath in 2009. This started his path to fulfillment. Despite the name, a gongbath involves no water—the fully-clothed participants are “bathed” in sound waves. The gong is played in a therapeutic way to bring about healing. Friedman describes the experience this way, “From the moment the mallet struck the gong at my first gongbath, I felt drawn – compelled – to learn to play these marvelous instruments and to share with others the joy and healing they bring to me.” He began playing gongs and is now considered one of the foremost gong players and sound healers in the world playing at seminars and workshops around the world.

Along the way, Jere earned a Masters in Arts in Spiritual Psychology from the University of Santa Monica. “Spiritual Psychology provides us with a technology by which a person can use everyday life experiences as rungs on the ladder of his or her spiritual evolution. I learned to bring more love and acceptance into my relationship with myself, and that has improved and enhanced every other relationship in my life. It even made me a better attorney, because I am now a better listener and

bring more compassion and empathy into my law practice.

Jere is now a certified meditation and mindfulness instructor and a certified breathwork healer. He is weaving all of these skills into a rich tapestry from which he provides professional coaching services and offers classes, workshops, and retreats on Spiritual Psychology, meditation and mindfulness, conscious leadership, spirituality, and overcoming burnout. He currently is developing these teaching and coaching opportunities as his professional platform for the next stage of his life as he begins to transition out of the full-time practice of law.

Jere describes himself as “an Employee of the Universe – with full benefits!” He says, “The gongs opened me up and put me back in touch with the ‘little boy’ that’s always been there inside me. When he ‘came out to play,’ I found so much joy and happiness that it flowed over into every other aspect of my life. This is how I found fulfillment – I learned to follow my heart, to take risks, and to dare to pursue what I’m truly called to do in this lifetime. The more I listen to and follow this calling, the happier I become and the more joy I have to share with the world. This is where healing happens.”





TENNIS ANYONE?

MITCHELL COLLEGE STUDENTS LEAD USA TENNIS TEAMS

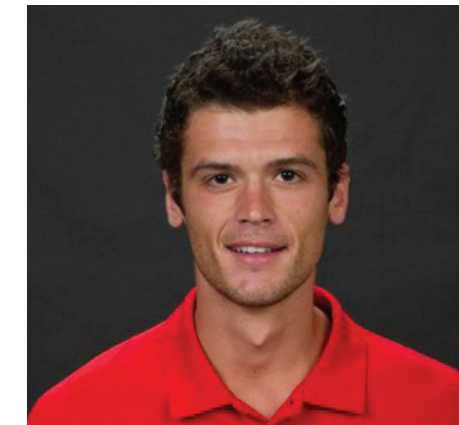
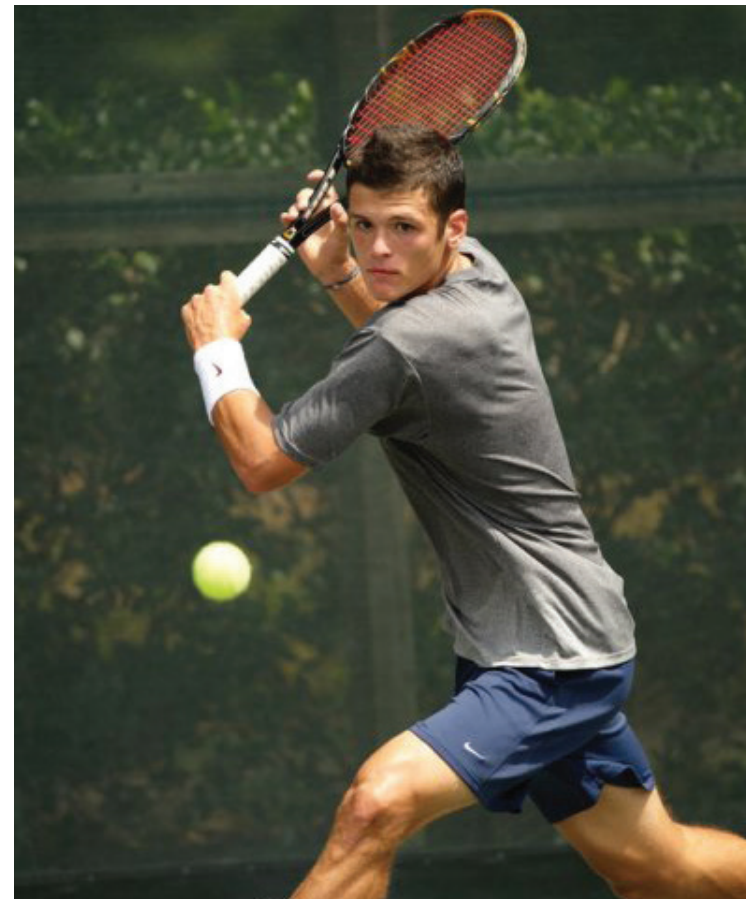
Tennis at South Alabama has been around longer than the Mitchell College but not by much. Business students have always played for the teams; Dr. Ron Eastburn, an assistant professor of management in the College, holds the distinction of being the first foreign student (Australia) to play tennis for USA. After a distinguished career with SunTrust, he completed his terminal degree at Case Western Reserve University and joined our faculty.

Dr. Jaco Keyser is completing his 16th year as Head Women's Tennis Coach at South. During his tenure, his teams have won three Sun Belt Conference titles and been ranked as one of the nation's best programs over the period. Originally from Pretoria, South Africa, he played for USA Men's Team for three years while an undergraduate finance major leading the team to three Sun Belt Championships and a top ten national ranking. Following graduation, he became a graduate assistant coach for the men's program for three years while earning his MBA. Last year he was a member of the first class of DBA graduates from the Mitchell College. He plans to transition out of coaching into athletic/sports administration with

the ultimate goal of becoming a university athletic director or an executive within a professional sports organization.

Romain Bocaert, a native of Lille, France joined South Alabama Men's Tennis in 2009 and played for four years while earning a bachelor's degree in finance. During his career, the team was ranked as high as 42nd in the nation and reached the Sun Belt's Conference Final twice. Romain represented USA in the NCAA tournament in 2011. In 2013, he became the Men's Tennis Graduate Assistant Coach and earned his MBA. He currently works for Airbus in Virginia as a Financial Systems Analyst.

A native of Normandy, France, Shayann Vaezadeh transferred to South Alabama and earned Sun Belt All-Conference honors in singles and doubles with the Men's Tennis team for two years while completing a bachelor's degree in international business. He became the Women's Tennis Graduate Coach in 2014 and earned an MBA graduating in 2017. Shayann is planning to use his skills and passion to land a job in marketing with a major athletic brand.





LESSONS LEARNED

THE MITCHELL COLLEGE OF BUSINESS EXECUTIVE LEADERSHIP SERIES

The Mitchell College of Business hosts a series of on-campus lectures where students and the community hear from leading executives sharing expertise and offering insight from their career and leadership experiences.



Last October, Sandy Fitzgerald-Angello, Vice President and Dealer Operator of Pohanka of Salisbury Maryland spoke during our recognition of the 2016 National Women's Business Week. Pohanka of Salisbury represents seven manufacturers including Toyota, Nissan, Mercedes-Benz, Hyundai, Honda, Sprinter, and Volkswagen. Ms. Fitzgerald-Angello stressed the importance of passion and not being afraid of trying something new as keys to success. In addition to being recognized for business excellence, she has received a number of awards for her philanthropic efforts. More recently, she realized one of her dreams and opened a gift and wine shop.

Dr. Stuart Diamond, Pulitzer Prize winning author and Professor Emeritus from the Wharton Business School, served as the Executive Leadership Series Speaker for the month of February. The best-selling author of *Getting More*, Dr. Diamond's negotiation model is used by Google, the U.S. Navy Seals, Pfizer, and Morgan Stanley. Dr. Diamond demonstrated how this model can be used in everyday life and applied to almost any situation.

In March, the Mitchell College hosted Aaron Beam, a co-founder and the first CFO of HealthSouth. Famous for being involved in one of the most significant accounting frauds in U.S. business history, his message of ethical behavior in the workplace was highly appreciated by students, faculty, and community leaders. He expressed the importance of knowing how to deal with the ethical dangers that may be experienced following graduation. His cautionary tale sparked thought and conversation on the principles of ethics and carried over into many classrooms during the remainder of the week.



SCHOLARSHIP SELECTED FACULTY PUBLICATIONS

Affuso, Ermanno, Cummings, J. Reid and Le, Huubinh. (2017). The external cost of asbestos in the housing market. *Applied Economics Letters*.

Affuso, Ermanno, Cummings, J. Reid and Le, Huubinh. (2016). Wireless towers and home values: an alternative valuation approach using a spatial econometric analysis. *Journal of Real Estate Finance and Economics*. In press.

Babin, B., **Hair, J. F.** and Griffin, M. (2016). Heresies and sacred cows in scholarly marketing publications. *Journal of Business Research*.

Berson, Y., Waldman, D. A. and **Pearce, C. L.** (2016). Enhancing our understanding of vision in organizations: toward an integration of leader and follower processes. *Organizational Psychology Review*.

Bordere, X., **Grant, C.** and **Vann, C.** (2016). Unsustainable dividend payouts: how internal auditors can help protect the company's long-term success. *Internal Auditing*.

Chen, Y. and **Vann, C.** (2017). Clawback provision adoption, corporate governance, and investment decisions. *Journal of Business Finance and Accounting*.

Dadzie, K.Q., Amponsah, D. K., **Dadzie, C. A.** and Winston, E. M. (2017). How firms implement marketing strategies in emerging markets: an empirical assessment of the 4A marketing mix framework. *Journal of Marketing Theory and Practice*, TBA

Dadzie, K.Q., **Dadzie, C. A.** and **Williams, A. J.** (Forthcoming). Trust and duration of buyer-seller relationship in emerging markets. *Journal of Business & Industrial Marketing*. Special Issue TBA.

Deck, Cary, Sarangi, Sudipta Sarangi and **Wiser, Matt.** (2016) An experimental investigation of simultaneous multi-battle contests with strategic complementarities. *Journal of Economic Psychology*.

Diaz, Violeta and **Huang, Ying.** (2017). The role of governance on bank liquidity creation. *Journal of Banking & Finance*.

Grant, C. (2016). No more hiding lease liability. *Strategic Finance*.

Hair, J. F., Babin, B. and Krey, N. (2017). An assessment of structural equation modeling applications in the Journal of Advertising. *Journal of Advertising*.

Hair, J. F., Celsi, M., Money, A., Samouel, P. and Page, M. (2016). *Essentials of Business Research Methods*. Routledge, 3rd Edition.

Hair, J. F., Matthews, L. M., Sarstedt, M. and Ringle, C. M. (2016). Identifying and treating unobserved heterogeneity with FIMIX-PLS: part I - method. *European Business Review*.

Hair, J. F., Hult, G. T. M., Ringle, C. M. and Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). Thousand Oaks, CA: SAGE.

Hair, J. F., Ortinau, D. and Bush, R. (2017). *Essentials of Marketing Research*. McGraw-Hill, 5th Edition.

Harrison, D. and **Hair, J. F.** (2017). The use of technology in marketing channels: digital avenues for dynamic growth. *Journal of Marketing Channels*. In press.

Howard, M. C. (2017). The empirical distinction of core self-evaluations and psychological capital and the identification of negative core self-evaluations and negative psychological capital. *Personality and Individual Differences*.

Howard, M. C. (2017). Investigating the simulation elements of environment and control: extending the uncanny valley theory to simulations. *Computers & Education*.

Howard, M. C. (2017). Let's keep looking for other roads: identifying and addressing key drivers with needs assessment, causal analysis, and other techniques. *Industrial/Organizational Psychology: Perspectives on Science and Practice*.

Howard, M. C. (2017). A meta-analysis and systematic literature review of virtual reality rehabilitation programs. *Computers in Human Behavior*.

Howard, M. C. (2017). Measuring self-esteem instability through a single-administration measure: still a fruitless endeavor? *Personality and Individual Differences*.

Howard, M. C., Farr, J. L., Grandey, A. A. and Gutworth, M. B. (2016). The creation of the workplace social courage scale (WSCS): an investigation of internal consistency, psychometric properties, validity, and utility. *Journal of Business and Psychology*.

Howard, M. C. and Jacobs, R. R. (2016). The multiphase optimization strategy (MOST) and the sequential multiple assignment randomized trial (SMART): two novel evaluation methods for developing optimal training programs. *Journal of Organizational Behavior*.

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Huang, Ying, Jacoby, G. and Jiang, C. (2016). The bonding hypothesis and the home market liquidity: evidence of Chinese markets. *Journal of International Financial Markets, Institutions & Money*.

Istiak, K. and Serletis, A. (2017). Monetary policy and leverage shocks. *International Journal of Finance & Economics*.

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Lamb, C., **Hair, J. F.** and McDaniel, C. (2017). *MKTG*. Cengage, 11th Edition.

Lahtinen, Kyre and Shipe, S. (2017). Compensation of investment advisors. *The Journal of Investing*.

Le, Huubinh. (2016). An empirical analysis of the price and output effects of the Southwest/AirTran merger. *Competition and Regulation in Network Industries*.

Manz, C. C. and **Pearce, C. L.** (2017). *Twisted Leadership*. Maven House Press.

Matthews, L. M., Sarstedt, M., Ringle, C. M. and **Hair, J. F.** (2016). Identifying and treating unobserved heterogeneity with FIMIX-PLS: part II - case study. *European Business Review*.

Matthews, L. M., Zablah, A. R., **Hair, J. F.** and Marshall, G. W. (2016). Increased engagement or reduced exhaustion: which accounts for the effect of job resources on salesperson job outcomes? *Journal Of Marketing Theory & Practice*.

Mayes, B. T., **Finney, T. G.,** Johnson, T. W., Shen, J. and Yi, L. (2017) The effect of human resource practices on perceived organizational support in the People's Republic of China. *International Journal of Human Resource Management*.

Patel, V. K., Manley, S., Ferrell, O. C., **Hair, J. F.** and Pieper, T. (2016). Is stakeholder theory relevant for European firms? *European Management Journal*.

Prescott, G.L. and **Hardin, J. R.** (2017). Charitable remainder trusts: a popular and effective estate planning tool. *Practical Tax Strategies*.

Prescott, G., **Noland, T.** and **Vann, C.** (2017). Universities need you! *Strategic Finance*.

Sarstedt, M., **Hair, J. F.,** Ringle, C. M., Thiele, K. and Gudergan, S. P. (2016). Estimation issues with PLS and CBSEM: where the bias lies! *Journal of Business Research*.

Sarstedt, M., **Hair, J. F.,** Ringle, C., Thiele, K. and Hult, T. (2017). Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. *Journal of Academy of Marketing Science*.

Serletis, A. and **Istiak, K.** (2016). Are the responses of the U.S. economy asymmetric to positive and negative money supply shocks? *Open Economies Review*.

Serletis, A. and **Istiak, K.** (2017). Financial intermediary leverage spillovers. *Research in International Business and Finance*.

Smith, M. B., Wallace, J. C., Vandenberg, R. J. and Mondore, S. (2016). Employee involvement climate, task and citizenship performance, and instability as a moderator. *International Journal of Human Resource Management*. In press.

Smith, M. B. and Webster, B. D. (2017). A moderated mediation model of Machiavellianism, social undermining, political skill, and supervisor-rated job performance. *Personality and Individual Differences*.

Swofford, J. L. (2016). Mixed integer programming revealed preference tests of utility maximization and weak separability of consumption, leisure and money. *Journal of Money, Credit and Banking*.

Turnipseed, D. L. (2017). Emotional intelligence and OCB: the moderating role of work locus of control. *The Journal of Social Psychology*. In press.

Whaley, A. and **Gillis, W. E.** (2017). Leadership development programs for health care middle managers: an exploration of the top management team member perspective. *Health Care Management Review*. In press.

Zeng, Hongchao and **Huang, Ying.** (2016). The impact of capital shocks on M&A transactions. *Studies of Economics and Finance*.

Mitchell College of Business

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INVEST IN THE COLLEGE

Financial support dramatically impacts the lives of the students in the Mitchell College of Business. We are who we are due to your support; your gifts directly affect tomorrow's business leaders. Your generosity will help us realize our vision of become a leading 21st century business school. Three areas of priority for the College include:

STUDENTS

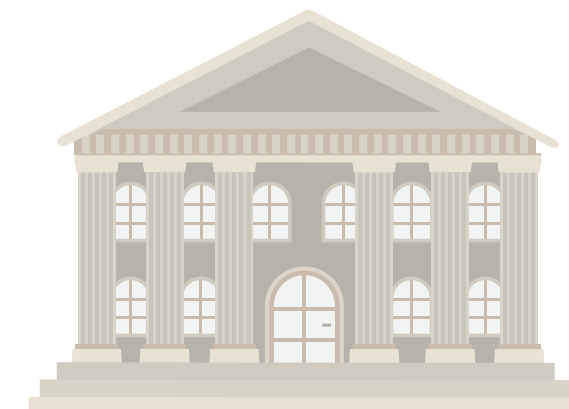
The enrollment, education, and graduation of outstanding students is of paramount importance to the Mitchell College of Business. As the overall quality of the individual student increases, the class experience is enhanced. Increased student learning expectations motivate faculty to challenge traditional classroom outcome norms. 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. The endowment level for a scholarship is \$10,000 and may be pledged over a five year period. Annually funded scholarships are also available.

CLASSROOM TRANSFORMATION

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. As part of our 50th year celebration, we are embarking on a campaign to update our classrooms and other MCOB 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 assure the affordability of study abroad opportunities for all interested students. Your gifts make international study abroad a reality for our students.



MITCHELL COLLEGE OF BUSINESS SCHOLARSHIPS

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Kyle Allen
Connor Allred
Amara Baltimore
Matthew Cochrane
Joshua Crownover
Madison Douville
Sabrina Garrett
Caleb Grace

Miena Haider
Owen Hicks
Hannah McDuffie
Avril McRae
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Anh Hong Nguyen
Ian Peek
Alvina Pruitt
Lisa Renye

Elizabeth Rodin
Stacy Sergeant
Zak Sorel
Mary Stokley
Jack Stover
Ronald Taylor
Alexander Theodore
Jolie Thompson
Alexander Wentz

ENDOWED SCHOLARSHIPS

CLARENCE M. FRENKEL, JR. ENDOWED SCHOLARSHIP

Ashten Cunningham
Sara Davis
Ty'Nedra Edwards
LaShawn Lewis-May
Jordan Weaver

DON AND SANDRA MCCRORY ENDOWED BOOK AWARD IN THE MITCHELL COLLEGE OF BUSINESS

Zach Williams

DR. CARL C. MOORE ENDOWED SCHOLARSHIP IN THE MITCHELL COLLEGE OF BUSINESS

Kaitlin Kelley

DR. DONALD C. MOSLEY, SR. ENDOWED SCHOLARSHIP IN BUSINESS

Anh Hong Nguyen

HELEN AND ROBERT SELLERS SCHOLARSHIP IN BUSINESS

Ashley Krantz

HOLLIS AND CARMEL SHUMOCK ENDOWED SCHOLARSHIP IN BUSINESS

Shelby Guidry
Whitney Jones

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Angela Boloni
Melody Tittle

JAKE AND PAT GOSA ENDOWED SCHOLARSHIP IN THE MITCHELL COLLEGE OF BUSINESS

Tommy Jackson
John Naylor
Austin Sanders

MITCHELL COLLEGE OF BUSINESS ENDOWED SCHOLARSHIP

Kelly Cruthirds

PEGGY AND JOHN SEIBERT FAMILY ENDOWED SCHOLARSHIP

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PFILIP AND LUELLA HUNT ENDOWED SCHOLARSHIP IN BUSINESS

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Elizabeth Foley
Nikeith Guillory-Mukura
Luong Hoang
Alexis Pugh
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RUSSELL AND CAM STILL SCHOLARSHIP ENDOWMENT

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Jack Stover
Hannah Tarantole

TERRY S. BARKIN MEMORIAL SHOE STATION ENDOWED SCHOLARSHIP IN BUSINESS

Jason Mendel

THOMAS CORCORAN ENDOWED SCHOLARSHIP FOR ADULT STUDENTS

Nina Kennedy

TURNER SUPPLY ENDOWED BOOK SCHOLARSHIP IN BUSINESS

Jordan Griffin

WINTHROP M. HALLETT, III FREE ENTERPRISE SCHOLARSHIP

Nicholas McAnulty

ACCOUNTING DEPARTMENT ENDOWED SCHOLARSHIP

Candice Devine

ALABAMA SOCIETY OF CPAS' ACCOUNTING ACHIEVEMENT AWARD

Matthew Nola

ALABAMA SOCIETY OF CPAS' EDUCATIONAL FOUNDATION SCHOLARSHIP

Andrew Finnorn
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Truc Hua

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ASSOCIATION OF CERTIFIED FRAUD EXAMINERS SCHOLARSHIP

Kellsey Daggett

DR. FRANK R. URBANCIC SCHOLARSHIP IN ACCOUNTING

Andrew Finnorn
Rolinda Holt

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Taelor Keefe

LANG FAMILY ENDOWED BOOK SCHOLARSHIP

Rebecca Briggs-McPhail

LAURA AND WAYNE DAVIS ACCOUNTING SCHOLARSHIP

Melody Tittle

MOSTELLAR AND SHREVE, LLP ENDOWED SCHOLARSHIP IN ACCOUNTING

Sarah Barnett

PARKER ENDOWED SCHOLARSHIP

Sarah Barnett

PUTCHA FAMILY OUTSTANDING ACCOUNTING STUDENT ENDOWED AWARD

Taelor Keefe

ADEN "JACK" COOPER ENDOWED SCHOLARSHIP

John Killion

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Jason Mendel

ALOYIS SONNEBORN ENDOWED SCHOLARSHIP

Andrew Roux

ALTON R. III AND TONI G. BROWN ENDOWED FUND IN REAL ESTATE

Dylan Schmitz

DOUGLAS L. WHITMORE ENDOWED SCHOLARSHIP IN FINANCE

Anh Hong Nguyen

DR. DONALD L. MOAK ENDOWED BANKING SCHOLARSHIP

John Naylor

PNC BANK SCHOLARSHIP ENDOWED FUND IN FINANCE

Nina Kennedy

ROBERT AND JOSEPH HUNSADER MEMORIAL SCHOLARSHIP IN ECONOMICS AND FINANCE

Thomas Monk

THE FIRST: A NATIONAL BANKING ASSOCIATION ENDOWED BOOK SCHOLARSHIP IN FINANCE

Alexander Wentz

WHITE-SPUNNER AND ASSOCIATES, INC. ENDOWED SCHOLARSHIP IN REAL ESTATE

Tucker Chandler

CARL N. & JEWEL O. MELTON ENTREPRENEURSHIP SCHOLARSHIP

Caleb Dunaway

DEPARTMENT OF MANAGEMENT ENDOWED SCHOLARSHIP

Alexander Wentz

DR. PAUL PIETRI ENDOWED SCHOLARSHIP IN MANAGEMENT

Elizabeth Foley
Luong Hoang
Tommy Jackson

DR. MARK WEAVER ENDOWED ENTREPRENEURIAL SCHOLARSHIP

LaTrina Hughes

MICHAEL C. AND PATSY B. DOW ENDOWED SCHOLARSHIP

Sara Wesson

MOBILE SOCIETY FOR HUMAN RESOURCES MANAGEMENT ENDOWED SCHOLARSHIP

LaShawn Lewis-May

WARREN H. NICHOLSON ENDOWED ENTREPRENEURSHIP SCHOLARSHIP

Alexander Wentz

DR. GRANT M. DAVIS ENDOWED SCHOLARSHIP IN MARKETING

Alexis Pugh

JOHN R. DONOVAN ENDOWED SCHOLARSHIP (LEADERSHIP AWARD)

Emma Fairbanks

MEHUL PARIKH MEMORIAL SCHOLARSHIP FOR MBA STUDENTS

Yajie Wang

VISION STATEMENT

To be the business school of choice in the Gulf Coast Region.

MISSION

The Mitchell College of Business provides value-added business education opportunities to wide-ranging market segments in the Gulf Coast region through innovative engagement with constituents, while supporting the area's economic and social well-being.

STRATEGIC PLAN

Engage the Regional Community

A successful business college must develop strategies that positively impact the business community and other external constituents. We will pursue innovative activities and strategies to partner with these communities.

Enhance the Student Experience

The traditional educational experience is only the starting point in preparing students for today's competitive environment. We will develop programs that better prepare our students for this environment and that positively impact our student employers and other external constituents.

Extend the MCOB Footprint

A successful business college must embrace the global business environment. We will implement strategies that increase the depth and breadth of international initiatives.

Employ Outstanding Faculty

A vibrant and active faculty is the cornerstone of a successful business college. We will recruit, develop, support, and retain outstanding faculty by supporting and rewarding excellence in teaching and research.