# FOGELMAN A PUBLICATION OF THE FOGELMAN COLLEGE OF BUSINESS & ECONOMICS

2012: THE YEAR OF THE STUDENT



INSIDE: GIFT CREATES ENDOWMENT FOR MEMPHIS INSTITUTE FOR LEADERSHIP EDUCATION

THE UNIVERSITY OF MEMPHIS

Fogelman College of Business & Economics

## FOCUS I

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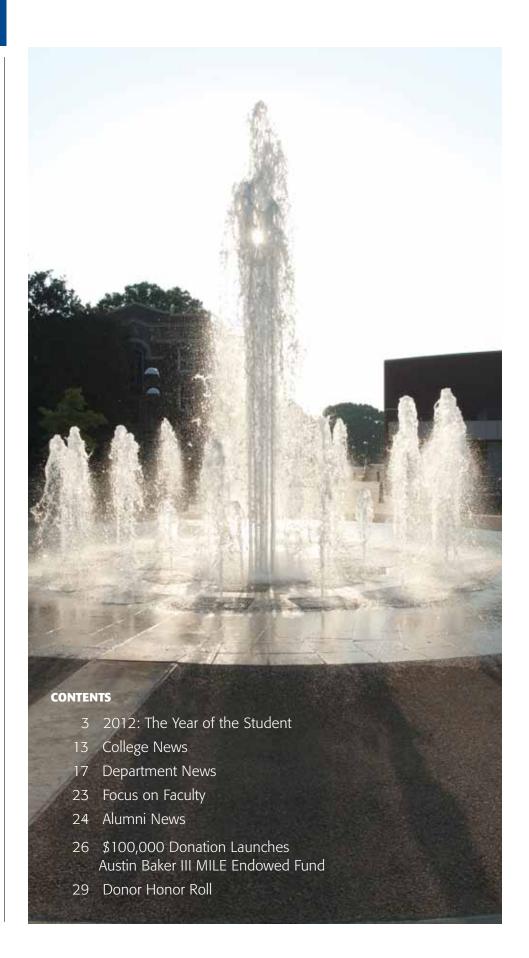
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Dean Grover

### FOGELMAN AT THE TOP

### Long-Term Plan, But First Things First

The Fogelman College of Business & Economics is on its way to becoming one of the most respected business colleges of any state or metropolitan university. Before we reach that goal, however, there are steps we must take to get there. Each step builds on the one before it, and once we reach the top, the steps begin again. These steps and this cycle all lead in one direction: up.

Here's how we're making the climb:

- 1. Embracing a relevant educational philosophy
- 2. Contributing to the community
- 3. Improving <u>academic</u> programs
- 4. Attracting the best students

What does all of this mean? It means we can't create initiatives at random and hope they'll get us to the top. No, like any experienced climber, we have to understand our terrain and prepare in advance to reach it successfully. That leads us to Step 1:

**Embracing a relevant educational philosophy.** The Fogelman College of
Business & Economics' students are scrappy.
They're determined. They want to command outstanding positions at great organizations, and they're willing to do what it takes to get there. At the same time, the students entering

Fogelman aren't necessarily equipped with the background, the test scores or the polish of students streaming through the doors of Ivy League schools. It's our job to make sure that when our students exit the doors of Fogelman and enter the working world, they're every bit as business-ready, as worldwise and as polished as students coming out of top-tier colleges and universities.

To do this, we must properly motivate our students to reach their potential. Fogelman operates on the expectancy value theory, which means we work to balance the goal our students hope to achieve with their probability of achieving it. We want students to feel confident their effort at Fogelman will result in the reward they seek: a solid job in their chosen field of business. For that reason, a relevant educational philosophy for Fogelman in 2012 is to produce a well-rounded, good student who has the skills and knowledge needed to become a solid contributor in a great organization, be it a nonprofit group or a Fortune 100 company.

Contributing to the community. By providing well-rounded graduates who not only have a good understanding of their chosen disciplines, but also of the arts, culture, society and what it takes to move our region forward, our customers (employers) will say, "Hey, I like these guys." When that happens, we hope employers will be inspired to participate in Fogelman's continued advancement.

**Improving academic programs.** The word "academic" is underlined for a reason, and it's because all the other steps lead to and depend on this one. As Fogelman's resources improve, our ability to hire the best faculty possible improves. With the best faculty in place, our ability to recruit the best students improves. And that leads us to Step 4...

Attracting the best students. Once the region's best students begin to choose Fogelman over other colleges and universities — possibly higher-ranked and better-funded

colleges and universities — we can cycle back to Step 1, ratchet up and change our educational philosophy. As students arrive at Fogelman who have the background, the polish, the test scores and the drive that's commonplace at top-tier schools, we can shift our focus from interpersonal development to more intense cognitive development. The economy is fast becoming a knowledge economy, and we know you, our customer, wants employees who are sophisticated in every sense of the word. It's our job, our mission and our passion to give you what you want.

In all of this, every step, our students are the key — they're Fogelman's central stakeholder. So in this edition of Fogelman Focus, we bring our students to you. The students and recent graduates profiled in these pages are incredible people with amazing stories, and as prospective employees, they're people anyone would be proud to hire. But they're also simply an example of the types of students who've chosen Fogelman to help them meet their educational and professional goals. Hundreds of incredible men and women enter into and graduate from our programs every year. Thanks to them, thanks to our faculty and thanks to the educational philosophy outlined above, the Fogelman College of Business & Economics will reach our own goals.

We'll go through this cycle two or three times, and before you know it, Fogelman will be a major player on the national stage. We'll be known as a state university that's conducting bang-up research (that is, knowledge generation) and doing a fantastic job of disseminating knowledge (that is, teaching). We hope you'll join us for the climb and celebrate with us at the top.



Rajiv Grover, Dean

#### 2012: THE YEAR OF THE STUDENT

Like Fogelman itself, our students are unique, focused, determined to succeed

At the Fogelman College of Business & Economics, our students are our product, our point of pride, our central stakeholder. Since its inception, Fogelman has trained and graduated thousands of men and women who've gone on to find success in every field of business. Among them are CEOs and multimillionaires, philanthropists and community leaders.

In this edition of Fogelman Focus, the spotlight is on the future movers and shakers, the future philanthropists, the future community leaders. Here, we tell the story of our students. The men and women in these pages represent a cross-section of the people who've chosen Fogelman to help them meet their future goals. They're all outstanding students, their stories are all unique, but they're also simply an example of the types of students who attend Fogelman — hundreds of unique, exceptional students grace our hallways and classrooms each year. We hope you enjoy their stories as much as we've enjoyed telling them.



"I knew I could play a couple of different roles in support of fighting trafficking. I could monetarily support it or I could do something more proactive about it... That's why I chose the International MBA." Elizabeth Darling

#### **ELIZABETH DARLING**

### Giving All She Has to Help Others

Fresh out of Rhodes College and unsure of her calling in life, Elizabeth Darling followed an opportunity that landed her in paradise. It was there that she discovered hell. "I was recruited to and joined Teach for America as a corps member ... and taught kindergarten on the big island of Hawai'i for two years,"

Darling says. While there, a friend gave her a copy of a book titled "Sex Trafficking: Inside the Business of Modern Slavery" by Siddharth Kara. Before she reached the end of the first page, she was crying.

"I realized there was this huge segment of a black market dedicated to the trade and trafficking of women and children for the purposes of either labor and/or sex," she says. "It was one of those things that once you know it, you can't un-know it."

Darling also knew she'd found her life's work. "I wanted to spend the rest of my life combating a crime so monstrous as to tear young women from their families and force them into brothels and street prostitution," she says. To fulfill this mission, she decided she needed to live in the midst of the women and girls most at risk of being lured or forced into the commercial sex trade.

As a student in Fogelman's International MBA program, Darling will intern and study abroad in India — the fourth most dangerous country for women, she says — next year. "I am excited to ... get a better glimpse into how I might effectively bring about change for human trafficking victims worldwide."

After completing school, Darling plans to live in India, Nepal, Thailand or another area

of East Asia. "Those areas are huge with sex trafficking," she explains. "It's really sad the number of girls that go through there." Eventually, she plans to return to the United States to support the effort financially and to lobby for legislation that combats trafficking. "There's a lot of legislative work that needs to be done in terms of getting harsher punishments for pimps and traffickers and finding leniency for women who are victims of these crimes," she says.

Darling, an Ohio native, expects to graduate from Fogelman in Spring 2013. She was thrilled to find, through the College's International MBA program, a degree that would allow her to combine her love of business with her passion for her cause. "I knew I could play a couple of different roles in support of fighting trafficking," she says. "I could monetarily support it — which I do support a group financially each month — or I could do something more proactive about it. While I'm not in a position right now to open my own nonprofit or even work for a nonprofit because I'm in school, I decided to get my master's in international business. That's why I chose the International MBA."



#### **KELLYN TURNER**

### Brush With Death Gives Her Zeal for Life

During her junior year of high school, Memphis native Kellyn Turner was diagnosed with a simple case of strep throat. As it turned out, that "simple" diagnosis changed her life. "I went to the doctor and they gave me a sinus cocktail shot," says Turner, a junior Marketing major. "I passed out when leaving and fell onto a metal table and then onto a concrete floor." The clinic advised her family to take her home to rest. Soon after they arrived, however, her mother noticed that Turner wasn't acting like herself.

"My family knew something was not right, so they took me to the emergency room," Turner says. "The doctors at the ER told my family I was a few hours from death if they hadn't brought me in. I'd suffered from a traumatic brain injury and a crack in my skull."

The injury left Turner with the long-term

effects of short-term memory loss, headaches and the loss of her senses of taste and smell. In the months following the accident, she was also sensitive to light and sound, so she was unable to return to high school. "I was homebound the rest of my junior year and went to two classes at school my senior year," she says. "The rest were homebound, as well." She missed "all the fun things in high school, like proms and pep rallies," but Turner was determined she wouldn't miss out on a college education.

"I spent several weeks taking my ACT through a program for special needs cases," she says. "Thankfully I scored high enough to collect the Hope Scholarship." Turner chose to attend the University of Memphis to be near her family. Because of her memory loss, she approached college classes with an extreme level of organization. "If you look at my planner, it's full of Post-It notes," she says. "Everything is color-coordinated."

After trying out a couple of majors, Turner "found my home at the Fogelman College of Business & Economics," she says. "I love economics. I feel challenged — a lot of the classes are difficult for me, but I love them. I feel like I'm actually getting an education that's going to take me somewhere in the future."

In college, Turner has made up for the time she lost in high school by becoming involved in as many activities as she can fit into her jam-packed schedule. She juggles a full time course-load with a part-time job, involvement in a sorority, a side gig modeling for a local bridal shop and an internship with a nonprofit that works with special needs children. She expects to complete her Marketing degree in Fall 2013. She couldn't have done any of it, she says, without the help and support of her family, friends and her Fogelman professors. "I tell my teachers when I'm having a problem, and they're so willing to work with

me," she says. "It's so great."

Turner says she enjoys pushing herself, and she doesn't take any of her successes for granted. "I am the first person in my family to attend a four-year college, so it's very important for me to reach my goals and graduate," she says. "I want to succeed, and I feel like that's what I'm doing."



### **MICHAEL KENNETH BOWEN**

### Committed to Supporting His City, His School

Michael Kenneth Bowen could have gone anywhere to college. Born and raised in Memphis, he worked hard in high school to earn the kinds of grades that would garner scholarship offers at his top-choice schools ... and they did. But when it came down to it, there was only one choice for Bowen, whose blood runs Memphis blue.

"I've been a Tigers fan my whole life," says Bowen, who spent summers throughout his youth working for his family's Southeast

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Memphis business, Champion Awards. "My family have been huge supporters of the university's athletic program ever since I was born." And now he's making the family proud not only by earning his degree from the university they love, but by becoming the first member of his family to earn a college degree.

He gained his love of business — and his work ethic — from his grandmother, Susan Lane. Lane founded Champion Awards in 1970, growing it from a "small trophy operation in a barn in Parkway Village" into one of the largest sources of printed and engraved products in the country. "She had a GED and she taught herself business, read every night," Bowen says. That dedication inspired him, and as long as he can remember, he knew a business career was in his future. "The university and the Fogelman College of Business & Economics have much to offer ambitious young adults," he says. And he certainly is ambitious.

While in school, Bowen has been active in the Student Government Association and served as president of Sigma Alpha Epsilon fraternity and as an officer of the Fogelman Honors Society. Once he crosses the graduation platform in May, he plans to go to law school to pursue a joint J.D./MBA. His top choice school? Why, the University of Memphis, of course. After that, the world is up for grabs for this international business major. "With the increasingly globalized economy and with the Internet and new technology, I think it's important for American colleges to be pushing international business, because that's where the economy is headed," he says. He'd like to leave the city for a while after finishing school to broaden his base of experience. But after that, he says, he'll be home again.

"Memphis produces many young talented individuals, and the University of Memphis has

much to offer them," he says. "I wanted to be a part of a new tradition, a tradition similar to our basketball program. This is the tradition of keeping talent from the city in the city."

#### ANTHONY JORDAN

### Garners Five Job Offers in Field of Choice

For Anthony Jordan, logistics is the family business. "My dad has been in supply chain management for as long as I can remember," Jordan says. "I grew up running around his office and his warehouses and seeing the different things that went on there. It's fascinating to me, the way logistics touches so many people. Everything, at some point in time, has to be shipped from somewhere."

So when it came time to pick a school — and especially a major — Jordan didn't have to think twice. "I decided to stay here in Memphis because I was born and raised in Memphis," he says. Plus, as the home of FedEx and the hands-down owner of the title "America's Distribution Center," he knew Memphis was the place to learn the industry. He thanks the Fogelman College of Business & Economics not simply for helping him get his foot in the door, but for holding it open and ushering him inside.

"I've actually held, while in school, four different internships with logistics companies," said Jordan, who received offers from multiple companies for full-time positions after graduation. "I started out at United Warehouse & Terminal, worked at Cummins, worked at Smith & Nephew and I'm currently in a role at International Paper. That will transition into a full-time position when I graduate this May."

He feels the work experience he's gained while in school will give him a major leg up when he starts his professional career.



"Every supply chain class that I take, I take something back to my work experience that I learned in class," he says. "The curriculum is definitely geared toward the job. It's been a positive experience." So positive, in fact, he wants to share it with others. As president of the Supply Chain Student Association, he works to raise awareness of the major and connect students who are interested in the field with local businesses looking to recruit them.

As for his own future, Jordan has big goals. "I would like to hold a VP position in the supply chain area," he says. "It's going to be a lot of work, but you've got to set the bar high." And that determination, he knows, makes his dad very proud.



#### **ASHLI BLOW**

### Changing the World One Tweet at a Time

In the short time she's been in college, senior Journalism/Marketing major Ashli Blow has watched the world change. "I, along with the rest of the world, have seen the computer, the television and the cell phone all tie into one small, generally rectangular device," she says. "With the click of the button from a SmartPhone in your pocket ... it has become a brave new world of information consumption."

At first, it terrified her. "All the hard work in my statistics classes to understand television ratings, gone," she says. "Broadcast news writing workshops, what does it matter?" The way people consume and process information had completely changed, Blow realized, which meant the way news is delivered had to change along with it. "After weeks of panic ... at how social media could slaughter broadcast news and my future

career, I saw the light," she says. "I thought, 'How can social media promote broadcast news?' With my double major, I find it part of my duty ... to work with these new marketing tools in broadcast news."

Blow has worked overtime to put her career goals in action. While completing her degree, she's taking 18 credit hours-plus a semester, working part-time and juggling internships with both Action News 5 and social media pioneer Howell Marketing. She's working 40 to 50 hours a week, but she says the experience she's gaining is worth it. "I'm learning how to market journalism online," she explains. "I like taking online content and figuring out how to put it all together."

Blow plans to finish her bachelor's in Broadcast Journalism in May and her bachelor's in Marketing Management in December. In the meantime, she's fit in an accounting internship and worked to launch a student chapter of the Social Media Club. "It's a national organization, but there are only about 15 student chapters," she says. "We're one of the first to try it. We're trying to push social media efficiency with student branding."

Once she graduates, Blow hopes to land a job in social media and online content management for a news organization, either broadcast or print. She says her dual major in business has given her the edge she needs to meet her goals. "Fogelman's made me a lot shaper as a journalist," she says. "I feel broadcasting and marketing go hand in hand."

### **PATRICIA GUY**

### She's Learned to Never Say Never

For Patricia Guy, her status as a senior Management major at the Fogelman College of Business & Economics is "a dream of a 15-year-old girl coming true." Guy, 55, thought she'd never go to college at all. And for good reason: Virtually every obstacle life could throw at her stood between her and a college degree.

"My mother died of cancer when I was 15 years old," Guy says, adding that six months earlier, her family's house had burned completely to the ground. "We only had the clothes on our backs." In the midst of her nightmarish situation, she learned she was pregnant with her first child, dashing her hopes not only of going to college, but of finishing high school. She dropped out of school, and for a time she was homeless.

"I got pregnant again, got married, went through an abusive situation in my marriage and raised five kids," she says. Through all her struggles, she knew something better was out there for her — and her children. And eventually, her luck did turn. She applied for a job with Baptist Memorial Health Care as a nursing assistant, and got it. She applied to take the test for her GED, and got that too. "I went and took the GED and went back to Baptist," she says. "I did it



Guy was scared to take the plunge into a four-year program, but an adviser urged her to follow her dreams.

Patricia Guy

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in one day. And I worked for Baptist for 18 years."

In that time, Guy held a number of positions. She moved on to Sam's Town Casino for a time, and then to Ridgeway Inn. Through those experiences, she learned she was skilled at managing people. "I became passionate about the field of management," she says. "How people are managed can relieve much of life's stress." Guy inched her way into college, earning two degrees at Southwest Tennessee Community College. She was scared to take the plunge into a four-year program, but an adviser urged her to follow her dreams. "I was afraid, but I went," she says of her journey into Fogelman's Management program, and she's so glad she did. "I didn't think I could fit in, but those were just fears; they don't have any reality. The students treat me just like I'm one of them."

Guy plans to graduate in Fall 2014 with a dual major in Management and paralegal studies. Then she hopes to realize the next step of her dream: law school. She says if she can do it, anyone can.

"I'm older, and as sure as you live, you're going to get old," she says. "And when you do, you're still going to be the same, just a little older. Everything you wanted when you were younger, you're still going to want it. So just do it."

#### **TYLER STAFFORD**

### 'Real-World' Report Leads to Real Life Job

Tyler Stafford had a bachelor's in business, a job he enjoyed and a bright future in the financial field. But it was his decision to pursue a higher degree at Fogelman that really launched his career.

"After finishing my undergrad degree (at Harding University) in 2007, I got a job



"I got to meet Warren Buffett, I got to hang out with students from MIT and Yale and other top schools."

Tyler Stafford

with Regions Financial in the Management Associate Training Program," says Stafford, a Memphis native. "They selected 48 of us to be in the six-month Management Associate Training Program in Birmingham. We were introduced to all facets of the bank." After that training ended, Stafford moved back to Memphis with a job as a commercial real estate credit underwriter for Regions. "As soon as I moved back," he says, "I started my Master's in Finance at the University of Memphis at night."

During a course taught by Associate Professor of Finance P.K. Jain, Stafford completed an equity research report on AutoZone Corp. That report became the basis of his entry in the CFA Institute's Global Investment Research Challenge. Stafford and three other Fogelman students placed first in the Mid-South round of the challenge and went on to compete at the Americas level. "We spent a lot of time getting ready for that report, and that really allowed me to take what I'd learned in my investments and

finance classes and put them a real-world application," he says. "Day in and day out, we worked on that report."

The experience changed Stafford's career, if not his life. "(The competition) was a tremendous experience," he says. "I got to meet Warren Buffett, I got to hang out with students from MIT and Yale and other top schools." He also got a job.

After completing his degree in Spring 2011, Stafford began interviewing for a position in equity investments, which had long been his goal. In September, he accepted a job as an equity research analyst at Stephens Inc. in Little Rock, Ark. "I completely believe that without the equity analysis skills I learned via my master's classes and ... writing the equity research report for the CFA Challenge, I would not have been offered the job," he says.

And now, he adds, "I absolutely love what I do. We fly all over the Southeast meeting with different management companies, CFOs, CEOs, presidents of regional banks. It's an amazing opportunity and I feel very fortunate to be here."

#### JEFFREY FOSTER

### Finds Himself in the Land of Music Opportunity

Music has always been in Jeffrey Foster's blood. Growing up just south of Washington, D.C., he played the trumpet in high school and always assumed he'd become a professional performer. So when he started applying to colleges, it was his love of music that directed his path.

"The University of Memphis happens to have one of the best trumpet programs in the country," Foster says. "I auditioned all over the place, all over the country. I toured tons of schools, even went to master classes at places like Georgetown. We really have a good thing happening here." He knew he'd



"I'm grateful that I chose Memphis ... because few universities have such a well-rounded, comprehensive business and music school."

made the right choice when he started taking classes in Music Business, a joint program of the Rudy E. Scheidt School of Music and the Fogelman College of Business & Economics. "The things I've learned in the Fogelman College really set me apart," Foster says. "I'm amazed how many people in the industry know nothing of basic accounting, basic management. They have no understanding of economics whatever, and that's one of the things that's allowed me to progress in this field."

A senior who's set to graduate in August, Foster has already built an impressive resume. An internship at Memphis record label Inside Sounds turned into a full-fledged job, where Foster records horn parts on albums, books bands, sells and markets the label's music to retailers and does some bookkeeping. "Instead of bringing on another intern, they decided to hire me and gave me a lot more responsibility," Foster says. "I was able to step up to the plate."

And thanks to that experience, his resume "looks like the resume of someone who's been working in the industry five years," he says. "In New York, I wouldn't be doing the work I'm doing until my 30s. But living in Memphis, I'm able to work at the record label while being a full-time student. The community here is a great environment for young professionals if people know where to look. You can do a lot of things in Memphis at a much younger age than in other cities."

Eventually, Foster hopes to parlay his music and business background into a career booking live bands. "I'd like to be a programs director at a place like FedEx Forum, bringing in bands, being on the other end of booking, setting up events and concerts," he says. "I'd like to be involved with live music, but I also plan to stay at Inside Sounds, working recording sessions when I can but really helping them work out the business side of the record label."

It was the spot-on combination of the right city and the right school, he says, that's making it possible for him to realize his dreams. "I'm grateful that I chose Memphis ... because few universities have such a well-rounded, comprehensive business and music school," he says. "A music note is one of the symbols of this city. There's an eighth note at the airport right when you walk off the plane. It was a clear choice."

### **COCO HUANG**

### From Small Chinese Town to Big Dreams in Memphis

As a young girl in Xiangfan, a small, rural town in central China's Hubei Province, Coco Huang had little inkling she might have a future in international business. "My parents are, like their parents before them, poor farmers," she says. "Most farmers in China are poor; that's just how it is."

Early on, though, Huang was proficient in

English and excelled in math. "As a child, I would help my father calculate profit margins on his meager sales of rice," she says. After completing grade school, she left home to study business at the University of Science & Technology of China in Hefei, the capital of China's Anhui Province. She completed a bachelor's in business administration and began working to support her family at Chery Automotive, an ambitious government startup. Her level of responsibility — and her confidence — grew with the company, which now employs 20,000.

Deciding to further her studies, Huang enrolled in an MBA program at Nanjing University, working full-time during the week and commuting more than 60 miles to attend classes on the weekends. She began working for a Korean company, where she learned some hard business lessons. "Put simply, the company liked to play games with its suppliers," she says. "It just refused to pay people... As I was the purchasing manager, this culture of pushing the boundaries of



"When I wanted to study for the MBA, I just did it. When I wanted to go to study in the U.S., I did it. I believe my future is as a teacher, and I don't intend to give up."

**Coco Huang** 

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non-performance of contract put me in an impossible situation." She left that job for another, all the while knowing the time was right to make a major change in her life.

Huang applied for Nanjing's MBA exchange program and chose Fogelman from among the university's three U.S. partners. She plans to graduate in December with a master's in Finance and hopes to move directly into Fogelman's Ph.D. program in Finance. "I want to continue to further my studies," Huang says. "My goal is to become sufficiently qualified to become a teacher, preferably at a university."

Her country is experiencing an unprecedented surge of economic growth, but it was Huang's own determination to meet her goals that propelled her from her tiny town to a lifestyle entirely different from the circumstances of her youth. "The Chinese economic miracle has profoundly changed China's major cities, but not places like Xiangfan," she says. "Not yet." She didn't let that stop her, and she's determined to meet every one of her goals.

"I came from a rural backwater where opportunities are non-existent," she says.
"I got out of there. I got a good job in a successful company. When I wanted to study for the MBA, I just did it. When I wanted to go to study in the U.S., I did it. I believe my future is as a teacher, and I don't intend to give up."

### **TYRIA BIGGERS**

### New City, Program, Peers Help Her Gain New Career

In April 2011, Tyria Biggers found herself at a career crossroads. She was working in Birmingham as lead staff attorney for the YWCA of Central Alabama when a job opportunity arose for her husband in Memphis. Before she knew it, Biggers found herself a transplant in a new, unfamiliar city.



"Our class is so diverse — we have students from China, Taiwan, Africa and from all over the U.S. It's definitely bringing a lot of people from different backgrounds and areas to the city."

**Tyria Biggers** 

The timing was serendipitous. "I was already thinking about going back to school and getting another degree that would help me transition into a management role or career," Biggers says. She was surfing listings on Monster.com, getting a feel for the Memphis job market, when she came across a unique entry: the Fogelman College of Business & Economics' Customer-Driven MBA program. "When I saw it I thought, 'I've never heard of a program like this before," she says. "That's what made me want to investigate and find out a little more about it. I thought it could be an interesting route to take."

Biggers applied and was accepted to the CDMBA program's third class. Her sponsor in the program — the nation's only full-time, corporate-sponsored MBA program that emphasizes specific industry needs — is Smith & Nephew, a global medical technology business whose orthopaedics division is based in Memphis. Biggers now divides her time between the company's Professional Affairs and Compliance

department and Fogelman, where she attends MBA classes. "The way the program is set up, I go to work several hours a week and I'm in class full-time," she says. "I'm scheduled to graduate in two years." At that point, she'll be offered a full-time position with her sponsoring organization.

"One aspect I like about this program is that, since I'm with Smith & Nephew, a biomedical device manufacturing company, I'm going to take 12 hours of classes in the biomedical management area next year," she says. "I'm going to be able to focus those hours specifically toward what I'm working on with Smith & Nephew."

Biggers had long been interested in a career in the medical field and was excited to land on a direct path to her ideal job. She's especially pleased that she's able to combine her experience and background in the legal field with her new career. "I do have a law degree, and I do want to be able to use it in some form or fashion," she says. "In Professional Affairs, my direct manager is an attorney. There are attorneys in that department that already do this type of work, so I plan to use my legal skills and transition into the corporate management field."

She's also please to have landed in a new home she loves. She and her husband. who recently welcomed their first child, are enjoying what the city has to offer and plan to remain in Memphis for the long haul. "Definitely, we can see Memphis being home," she says. Through the CDMBA program, she's encountered many other students who have relocated to the city, and she enjoys learning from her peers. "That's one of the things the program is geared toward, getting young professionals here who are not from Memphis," she says. "Our class is so diverse — we have students from China, Taiwan, Africa and from all over the U.S. It's definitely bringing a lot of people from different backgrounds and areas to the city."

### **MEGAN GWATNEY**

### Finds Her Path Through U of M Study Abroad Program

A few years ago, Megan Gwatney was at a private marquee university, "paying \$24,000 a year to find myself." It wasn't working. Unclear about her future, Gwatney moved back to her hometown and enrolled at the University of Memphis.

She settled in and tried several majors on for size: chemistry, anthropology, art history, Asian studies, international trade. Nothing seemed to fit. "I didn't know what I wanted to study, and I was still spending money trying out a lot of majors," she says. Oddly enough, it was a free experience — watching TV — that pulled her out of her funk and gave her life new purpose.

"I watched the Olympics and I realized how advanced China was," says Gwatney, who enrolled in a Chinese language class at the U of M and "really, really enjoyed it." She applied to the university's study abroad program and

"I realized what I was meant to do with

my life: live and work in China while it

experiences its rapid rise to the top and

development."

maybe help those left behind by its rapid

became a student at China Three Gorges University in the Hubei Province. From the get-go, the culture shocked her in a positive way. "I was in central China in a very small city — they considered it small — of 1.4 million people," she says. "The first time I talked to somebody about it they called it a village."

The size of the population, to Gwatney, matched the size of the opportunities she found in the country. "I fell in love with China and its people, language and culture," she says. "Suddenly I realized what I was meant to do with my life: live and work in China while it experiences its rapid rise to the top and maybe help those left behind by its rapid development."

With help from Fogelman's faculty and staff, Gwatney was able to study in China for two years by continuing her U.S. education online while enrolled at China Three Gorges. When she returned to the U of M in Fall 2011, not only had she found herself, she'd finally found her major. "I'll receive a degree in supply chain management with a minor in finance and a minor in anthropology," she says. The latter, she explains, will help her when she graduates and completes the next phase of her plan: returning to China to work. "I hope to get a job working in supply chain management or an associated field of business, maybe with a (U.S.-based) multinational corporation that has operations in China," she says. Ultimately, though, she hopes to help the disenfranchised.

"China has a lot of minority groups," Gwatney says. "There's a real loss of culture, language and arts and crafts that are important in creating identity. It makes me really sad to see these dying arts." She'd like to one day start a nonprofit in China that works to "preserve art forms and language through empowering people in fair trade." Specifically, she'd like to work with the Dai people of southwest China. "They make these intricately embroidered

shoes and the designs and colors are very beautiful," Gwatney says. "When I wear them in Memphis people ask where they can get them, but they can't."

She hopes to become a go-between, helping Chinese artisans find outlets to sell their work and therefore continue their craft. "I think having an education in supply chain management is the perfect way to figure it out," she says. "That's what I want to do."

#### **JUSTIN SHAW**

### On-the-Job Experience Makes CDMBA a Big Win

Justin Shaw likes to think big. "My dream job would be running some kind of sponsorship or brand marketing, whether for a Fortune 100 company or a sports team," says Shaw, a student in Fogelman's Customer-Driven MBA program. "Sports is my passion."

With a bachelor's degree in sports management, Shaw's resume includes work with the Memphis Redbirds, sports agent Jimmy Sexton and the PGA Tour. But he knew to snag the kind of high-profile position he wants, he needed a little something more, something that would give him a real edge. "I wanted business expertise, and that's why I wanted to come back to school and get an MBA," he says.

He was thrilled to discover Fogelman's CDMBA program, a four-semester, corporate-sponsored MBA program that would guarantee Shaw a job once he successfully completed the program. "I wanted to get back to the Memphis area because it's home, and this seemed like a great opportunity," he says. He applied to the program and was accepted, and his corporate sponsor is FedEx. "I think working for such a big brand in marketing will be beneficial for my career," says Shaw, who works roughly 10 hours a

**Megan Gwatney** 

#### **FOCUS ON STUDENTS**



week for the distribution giant while taking classes full-time. He plans to graduate in Spring 2013.

"Being able to work for a huge brand and understand the process behind marketing — the day-to-day ins and outs of what goes into marketing a successful brand — is a great thing," Shaw says. "Working with FedEx, which is such a customer-driven company, I see marketing as finding a solution for two different groups, your customers who want something and the companies that want to sell them something. Getting customers' message back to the company to help them understand what they're doing right and what they're doing wrong is equally important."

They're lessons he plans to apply throughout his career, whether he one day lands back in sports marketing or remains with FedEx for the long term. Either way, he says, the CDMBA program is helping him meet his goals. "I feel like everything in the program is helping me relate back to my hands-on

work experience at FedEx," he says. "That's a big deal for me. A lot of MBA programs guarantee internships or guarantee job placement, but none give you this kind of work experience while you're in the program."

He's also thrilled to be learning alongside peers with a wide range of experiences and backgrounds. "Being surrounded by lawyers, engineers and doctors from many different cultures around the globe, this program only helps me become aware of different ways problems can be solved," he says. "It gives me great confidence because I have been able to lead in a group of highly qualified individuals."

#### LARA CATE JORDAN

### Proving Faith and Determination Can Beat All Odds

Nothing bad had ever happened to Lara Cate Jordan. "I grew up in a great family, in a nice home, and went to a nice enough school," she says. "I played sports, volunteered and had supportive parents to help me accomplish goals. I was one of the lucky ones."

Then during her junior year of college, Jordan's life took a drastic turn. A week before she began her Fall 2010 semester as an Accounting major, she suddenly lost most of the vision in her left eye. MRIs and CT scans revealed the worst-case scenario: She had a brain tumor. Before the week was up, she'd gone through "one bumpy ambulance ride, many needle sticks, IVs, unsuccessful eight-hour brain surgery and days that lasted for an eternity in the ICU." There, in her hospital bed, she made a bargain with God.

"I asked God to see me through this and I would do my best to live and ... cherish the sweet life I was so graciously blessed with," she says. "And with His help, I fought the 'thing,' as my family called it, with gusto



and a smile. I carped the heck out of every diem, loved like I had never loved before and stopped not just to smell the roses, but the entire garden."

Through it all, Jordan remained in school. "Before I got sick, I made straight As," she says. "I fought my doctors to come to school." She pushed through, and early in the Spring 2011 semester, she underwent another surgery — this one successful. It was the help and support of University of Memphis administrators and her Fogelman professors, she says, that enabled Jordan to continue her education while facing the biggest challenge of her life. "I had professors coming to the hospital to visit me," she says. "I cannot imagine any other school where that would happen. My family felt so blessed and loved by the school."

Since her ordeal, she's embracing all life has to offer. "I saw God's creation from a snow covered mountain, danced in the rain, celebrated an amazing twenty-third birthday, saw the greatest flood to hit Memphis in a century, made a bucket list full of adventures, threw the first pitch at the Redbirds game and said "yes" a whole lot more," she said. "In August, I went back to Vanderbilt for my sixmonth check up. There were more MRIs and doctors asking questions. It is with a sigh of relief I can say I am tumor free."

Today, Jordan is studying for the CPA exam

and plans to enter the master's program after earning her bachelor's degree in December. She runs three miles a day, swims laps every other morning and aims to complete her first triathlon in May. Eventually, she hopes to pursue her interest in forensic accounting — maybe even land an internship with the FBI or the Secret Service. No matter what she does, though, she won't forget the role

Fogelman and the University of Memphis has played in her life. "When I become a CPA, I know what I'm going to do with my disposable income," she says. "I'm going to support the Accounting department in whatever way I can. I just feel like the school has given me so much."

### **COLLEGE NEWS**

### FOGELMAN MBA TEAM COMPETES IN NATIONAL CHALLENGE

A team of MBA students at the Fogelman College of Business & Economics traveled to Virginia in February to compete nationally in the 2012 Hilton Honors MBA Case Competition.

Hilton Worldwide judges ranked the team's strategy challenge project No. 1 among five submitted by Fogelman MBA students. Topranked team members were Tim Xi, Laura Gardiner, Elizabeth Darling, Dan Maltby and Bradley Heill. The team didn't bring home the national prize, but it did earn Fogelman the distinction of being the only college in the South to take part in the elite national competition.

The student team members competed with counterparts from George Washington University, Georgetown University, the University of Virginia and the University of Maryland. Dr. Albert A. Okunade, Professor of Economics, led Fogelman's team.

### AIS STUDENT CHAPTER SELECTED FOR NATIONAL AWARD

The University of Memphis student chapter of the Association for Information Systems has received the national organization's 2011 Outstanding Student Chapter award. The award was presented in December at the International Conference on Information

Systems (ICIS) awards luncheon in Shanghai, China.

The AIS Outstanding Student Chapter award recognizes deserving student chapters that have done well in the areas of professional development, membership, careers in IS, community service, fund raising and communications.

"Our department has a goal of excellence in all that we do," says Dr. Lloyd Brooks, Professor and Interim Chair of the Department of Management Information Systems. "Congratulations to (MIS Instructor) Margaret Schultz and (MIS Assistant Professor) Tom Meservy for the fine work that is being done to guide our AMIS chapter to the level needed to earn this award."

### FOGELMAN LAUNCHES PROGRAM TO PROMOTE UNDERGRADUATE STUDENT RESEARCH

The number of students enrolled in Fogelman's Honors Program is nearing 10% of the college's total undergraduate enrollment — and rising fast. To support this growth, the college has launched an effort to increase faculty participation in supervising honors theses. "One of the most important skills that education can impart to students is critical thinking," says Dr. Rajiv Grover, Fogelman Dean. "Engaging students in research is one of the most effective ways to

train students in becoming critical thinkers."

The college's honors thesis is designed to do just that. The honors thesis "involves students in original research, analysis or criticism and requires involvement with appropriate primary sources," says Dr. Irv Tankersley, Honors Program Director. Completion of an honors thesis is a key requirement of the Honors Program.

As a result, Fogelman has launched an incentive program to promote undergraduate student research in the college. Upon completion of an honors thesis by a student and the submission of a final grade, a stipend will go to the supervising faculty member's faculty development account for research and other expenses consistent with the university's financial guidelines. Given limited resources and the college's desire to encourage participation across all disciplines, a faculty member may supervise no more than two theses per semester.

The incentive program is designed to launch the college's undergraduate research effort and will remain in place until all allocated funding is fully utilized.

#### **COLLEGE NEWS**



Avron B. Fogelman at the ribbon cutting ceremony for the Center for Professional Student Development that bears his name.

### OPEN HOUSE, RIBBON CUTTING MARK LAUNCH OF AVRON B. FOGELMAN CENTER

In September, students, faculty members, community representatives and Avron Fogelman himself converged at the Fogelman College of Business & Economics to celebrate the official launch of the Avron B. Fogelman Center for Professional Student Development.

The new center, made possible by a \$1.25 million donation from Fogelman, encompasses a wide range of initiatives designed to help students across the college's majors develop the skills they need to succeed in today's competitive business climate. "It got started because of what's called Fogelman Promise, which promises that students are going to be given help with internships and other ways to make themselves more employable once they complete their degrees," says Gaylon Hall,

director of the new center. "Seven Fogelman Promise initiatives are currently in place."

Those seven initiatives – Business Etiquette, Fogelman Feeds, Fogelman Fit, Know Good – Do Good – Thrive, Professionalism First!, Toastmasters and the 4Cs (communication, creativity, critical thinking and emotional control) – each were represented at the center's launch.

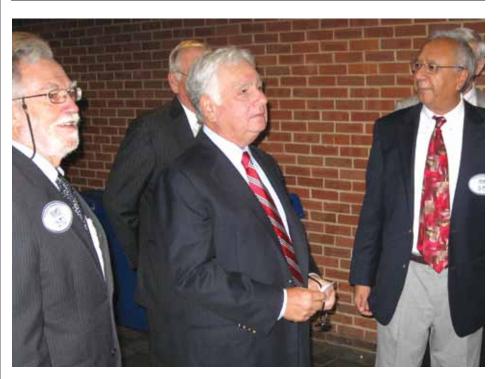
Along with the grand opening of the Avron B. Fogelman Center, the college hosted an open house that highlighted FCBE's major programs, student organizations and more. Hundreds of students attended the two-day event. "That was what we wanted," says Mary Johnson, Honors Student Adviser and an organizer of the event. "We wanted to get the students out there and get them connecting with our faculty and staff. We wanted to interact with them, to show them the people here – whether they're advising, teaching or providing other services – are here to help them reach their academic goals."

### FCBE LANDS IN TOP 25 PERCENT IN KEY RANKING

The undergraduate program at the Fogelman College of Business & Economics has been ranked in the top 25% of all AACSB-accredited business schools by U.S. News & World Report. The report, which was released in the fall, places Fogelman's programs above those of business schools in a number of higher-ranking universities.

"We beat Texas Tech, we beat Ole Miss and many more — and all of these universities have deep, deep pockets," says Dr. Rajiv Grover, Fogelman Dean.

But to Grover, the ranking itself is not the college's biggest accomplishment. It's how the ranking happened. "The big deal is that we did this with zero marketing," he says. "The way this ranking is done is that deans and faculty members (at other colleges) report on what they think about the undergraduate program. So if they have rated us well enough for us to be ranked, that



(L-R) Provost Ralph Faudree, Avron B. Fogelman and Dean Rajiv Grover at the ribbon cutting ceremony for the Avron B. Fogelman Center for Professional Student Development.

means they have heard of what's going on over here."

"What's going on" at Fogelman includes a range of new initiatives that fall under the auspices of the new Avron B. Fogelman Center for Professional Student Development — such as Business Etiquette, Professionalism First!, Fogelman Feeds and Fogelman Fit, among others. By taking a holistic approach to student development, these programs aim to produce graduates who are "business-ready" and well-prepared to tackle the challenges they'll face in today's competitive business climate.

Fogelman also has developed a range of new, specialized MBA programs, including its Customer-Driven MBA program, the nation's only full-time, corporate-sponsored MBA program designed to meet specific industry needs. It comes alongside the college's International, Entrepreneurship, Executive, Executive Health-System Pharmacy, Professional and Online MBA programs, all of which give the college a competitive edge, Grover says.

The next step for Fogelman, he says, will be to seek ranking for the college's MBA lineup. "We will supply data for MBA rankings for the first time next year," Grover says. "We didn't try because we didn't yet have a first batch of CDMBA graduates, and you need salaries of a graduating batch. Next year, we will be putting in the effort to get our MBA program ranked."

### CALLAHAN EARNS SPOT ON TOP JOURNAL'S EDITORIAL BOARD

Dr. Carolyn Callahan, KPMG Distinguished Professor and Director of the School of Accountancy (SOA) at the Fogelman College of Business & Economics, has been invited to serve as a member of the editorial board of The Accounting Review, a premier journal for accounting research, by Senior Editor J. Harry Evans.

In addition to serving in this new role,

Callahan has been working to strengthen the SOA's ties to the Memphis business community. Recently, for example, Methodist Le Bonheur Healthcare established two new internships for accounting students. Callahan also has been working with Reynolds Bone & Griesbeck (RBG) on a new partnership. "With these two, the size, quality and composition of the SOA board would outrank Georgia and Georgia Tech, my self-selected large city benchmarks," Callahan says.

### FOGELMAN PROFESSORS TAPPED FOR PINNACLE EXECUTIVE TRAINING

Five professors in the areas of Accountancy and Finance were chosen to lead a team of executives at Memphis-based Pinnacle Airlines through a customized executive training course. The intense, three-week course took place in the fall at the Fogelman College of Business & Economics.

Leading the training were Dr. Carolyn M. Callahan, Professor and Director of Accountancy; Dr. David Spiceland, Professor of Accountancy; Charlene Spiceland, Instructor of Accountancy; Dr. Pankaj K. Jain, Associate Professor of Finance; and Dr. Ronald W. Spahr, Professor and Chair of Finance. Associate Dean Dr. Jasbir Dhaliwal and other Fogelman staff members were also involved in the effort.

The Pinnacle training course is part of a larger initiative by the Fogelman College of Business & Economics to provide support and outreach for the greater Memphis business community, says Dr. Pankaj K. Jain. "We are developing executive programs for other corporations, as well," Jain said. "We want people to know they can come to the Fogelman College of Business & Economics for their training needs."

Other companies and organizations the college has worked with so far include FedEx, the MidSouth Minority Business Council, Danceworks Inc., Financial Planners

Association of Memphis, and CFA Society of Memphis. On a national and international level, the college has worked with the Department of Defense, the New York Stock Exchange, the National Stock Exchange, CFA Institute, Nomura Japan, Bailian Group China and Google, Inc.

Training is customized based on the individual client. In Pinnacle's case, the Fogelman team worked with executives who have been with the company for roughly three to 10 years; participants reviewed case materials and analyzed different financial scenarios relevant to the airline industry.

### MIS DEPARTMENT HOSTS AREA HIGH SCHOOL STUDENTS

Fogelman's Department of Management Information Systems hosted 573 high school students from Memphis City Schools and Shelby County Schools in February for a daylong business skills competition.

The students, members of Future Business Leaders of America, participated in events in public speaking, interview skills, web design, spreadsheets, database applications and project management. Students who came in tops in the competitions were recognized at an awards banquet at the Holiday Inn-University of Memphis Feb. 21. Fogelman Dean Rajiv Grover spoke to students at the ceremony.

"This activity provided the department with an opportunity to acquaint the high school students with the campus and will hopefully encourage many of them to consider the Fogelman College while making choices for a major after graduation from high school," says Dr. Lloyd Brooks, professor and chair of the Department of Management Information Systems.

### FOGELMAN EMBA PROFESSOR PRESENTS KEYNOTE AT BENTLEY UNIVERSITY

Darryl Vernon Poole, who teaches courses in Corporate Governance and Self-Leadership in the Fogelman College's Executive MBA Program, was selected to present the keynote address at Bentley University's 26th annual Celebration for Reverend Martin Luther King Jr.

Along with his participation in the celebration, which took place at the Waltham, Mass., business school Jan. 24, Poole led two additional forums at the university: the Future Impact of Multiculturalism and 10 Principle Findings of the Cambridge Institute for Applied Research (CIfAR) impacting present and future global conditions.

A Bentley graduate and trustee emeritus, Poole earned a Master's in Management Sciences from the Massachusetts Institute of Technology. He is founder and chief strategist of the CIfAR, where he serves as a private executive adviser for global change patterns, governance and critical decision and change management. For more than 10 years, he served as senior editor and publisher of CIfAR's internationally distributed publication, Institute Commentaries on World Change. A certified internal auditor with three decades of executive financial and CFO experience for private and public corporations, Poole also serves as senior advisor to the Office of the President at Washington College in Chestertown, Md.

### ASSOCIATE EDITORSHIP APPOINTMENTS FOR DR. ROBIN POSTON

Dr. Robin Poston, Associate Professor of MIS, has been selected as an Associate Editor (AE) for the European Journal of Information Systems (EJIS). The appointment began in January and runs three years.

EJIS publishes research about the theory and practice of information systems for a global audience. Its research articles provide a critical view on technology, development, implementation, strategy, management and policy.

In addition to being a new AE at EJIS, Poston continues to serve as AE for another highly ranked journal, Decision Sciences. An Associate Editor provides service to the academic community and governs over the process of reviewing the latest research in the IS field. An AE is responsible for organizing and managing referee panels for submissions assigned by areas of interest. This appointment places Poston in the unique position of serving as Associate Editor for two A+ rated journals in the MIS field.

### KETTINGER EARNS EDITORIAL BOARD MEMBERSHIP APPOINTMENTS

Bill Kettinger, the FedEx Chair of Excellence in Management Information Systems, has been reappointed to a second consecutive threeyear term (2012-2014) as Associate Editor of Information Systems Research (ISR).

Information Systems Research is a journal of INFORMS, the Institute for Operations Research and the Management Sciences. ISR ranks among the top two journals in the information systems field, advancing theory, research and intellectual development focused on information systems in organizations, the economy and society. Kettinger accepted the appointment at the INFORMS Annual Conference in Charlotte, N.C.

In addition to his ISR associate editorship,
Kettinger serves as Senior Editor
(2010-present) of Management Information
Systems Quarterly Executive (MISQE), the
top-ranked applied research journal in MIS.
He is also on the editorial board of the
Journal of the Association of Information
Systems (JAIS), and from 2007-2009
he served as an Associate Editor of MIS
Quarterly.

### BHAGAT PUBLISHES 'WORK STRESS AND COPING IN THE ERA OF GLOBALIZATION'

Dr. Rabi S. Bhagat, a Senior Professor in the Department of Management, has published his latest of six books, "Work Stress and Coping in the Era of Globalization." The book, released in November by the publishing group Taylor & Francis, was co-authored by Terry Nelson, a Ph.D. student in Management at Fogelman College, and Dr. James Segovis of Bryant University in Providence, R.I.

"Work Stress and Coping in the Era of Globalization" looks at how individuals experience and deal with work stress in developed and developing countries throughout the world. In it, Bhagat and his co-authors examine the nature of new kinds of stresses, pressures and hassles that have emerged as countries of the world have become highly interconnected due to globalization.

The book is based on Bhagat's comprehensive studies on work life, including the changing rhythms of professional life as a consequence of globalization in both advanced and emergent economies. Its findings have practical implications for companies in the Memphis area that have faced rising levels of insecurity due to layoffs. "These layoffs can take place and indeed do take place due to global market-related pressures for outsourcing and offshoring," Bhagat said.

Bhagat, who came to Fogelman in 1990, has published other titles including "Handbook of Culture, Organizations, and Work," and "Management Across Cultures." His research is focused in several areas: cross-cultural variations in all aspects of organizational behavior, theory and international management; development of a global mindset; human stress and cognition in the era of globalization; knowledge management and technology transfer; and significance of leadership in developing countries.

### PARK PUBLISHES PIECE IN INFORMATION AND MANAGEMENT

MIS Instructor Insu Park has been accepted for publication in the journal Information and Management. Park, who authored the article along with Jeewon Cho of the School of Business at Oregon State University and John W. Michel of the College of Business and Economics at Towson University, learned of the honor during his first week as a Fogelman faculty member.

The article, "How Does Leadership Affect Information Systems Success? The Role of Transformational Leadership," examines the positive impact of transformational leadership on information systems (IS) success in organizations directly and indirectly via two psychological mechanisms of system users: perceived organizational support and systems self-efficacy. The conceptual model was assessed using a sample of 251 employees from a multi-national bank in Korea. The results, which supported the idea that transformational leadership was positively related to system users' IS success, call for attention to the importance of transformational leadership development in organizations.

### PROFESSOR REZAEE PUBLISHES 'FINANCIAL SERVICES FIRMS'

Dr. Zabihollah "Zabi" Rezaee, Professor of Accountancy and Thompson-Hill Chair of Excellence, has penned a new book titled "Financial Services Firms," published in August 2011 by Wiley. The book discusses the global financial crisis of 2007 to 2009 and regulatory responses. In addition, an article on Rezaee's work with IMA, a worldwide association for accountants and financial professionals working in business, was published in the August 2011 issue of Strategic Finance.

### **DEPARTMENTAL UPDATES**



### **DEPARTMENTAL UPDATES**

### School of Accountancy

The School of Accountancy continues to grow in student population, with an undergraduate program of more than 700 students, a master's program of more than 100 students and a doctoral program of eight students. With strong ties to the business community, the School of Accountancy is dedicated to a student-oriented, supportive environment for all programs, graduate and undergraduate, with a revitalized curriculum that passed AACSB reaffirmation of five-year accreditation in March 2011. The director and three faculty coordinators have an open-door student policy. The director is on campus for evening hours daily and communicates regularly with accounting students on issues of interest.

Our internship program and our CPA review courses, which are embedded in a three-semester master's program, are highlighted in this issue of Fogelman Focus due to their special interest to our accounting students. Accounting internships bridge the classroom experience with actual business experience at corporations, public accounting firms, and

government and nonprofit entities. Such internship experience is vital preparation for obtaining an accounting position after graduation. Here, we spotlight two of our students who have taken advantage of this program.

To serve our students, the SOA recently established two new internships in partnership with Methodist Le Bonheur Healthcare. Cody Belew, a Fogelman College of Business & Economics honors student, started his accounting internship in spring 2012 in Methodist's finance unit. By all accounts, Belew is having an excellent experience in this new arena. He is working under the guidance of Linda Haynes, a Fogelman graduate. Belew's real-world duties as an accounting intern include assisting cost accountants, department directors and the Vice President of Finance in month-end closings, maintaining the Cost Accounting System and helping with special projects. Internship assignments include analysis, evaluation and application of relevant business and accounting concepts.

While we have many interns on the corporate and public accounting side of the industry, SOA student Melissa Rhea spent her final semester in an internship in Washington, D.C. Rhea was awarded a 15-week internship with the IRS, a highly selective assignment for undergrads. Melissa did such a wonderful job, she was offered and accepted a position as a staff assistant in the Commissioner's Complex of the IRS, a great opportunity for a recent graduate!

In addition to our internship programs, we are equally proud of our undergraduate international course and the CPA review courses embedded in our master's program. The School of Accountancy introduced the new courses in international accounting and the CPA review courses, which include strong

#### **DEPARTMENT NEWS**

theoretical and critical thinking elements, two years ago. The CPA review courses have grown to a record high of 52 students this spring, and the students have done very well. As a recent example, Mathew Bonderud, Associate Auditor, CPA at FedEx Services, passed all four parts of the exam prior to graduation. Bonderud recently returned to the University of Memphis to recruit more University of Memphis SOA students! Several other SOA students have followed his strong example. In addition, the popularity of our CPA review courses has made the SOA in the Fogelman College of Business & Economics attractive to students graduating from the most prestigious universities in and near Tennessee.

The faculty has been most supportive of the forward progress in the School of Accountancy. So I end where I began: Our most important job in the School of Accountancy is to serve our wonderful SOA students well.

— Dr. Carolyn M. Callahan, Chair cmcllhan@memphis.edu

### Department of Economics

The Department of Economics is famous for its excellent educators and illustrious students. Here are some recent highlights from both groups.

A team of MBA students (Tim Xi, Laura Gardiner, Elizabeth Darling, Dan Maltby and Bradley Heill) coached by Dr. Albert Okunade traveled to Virginia to compete in the 2012 Hilton Honors MBA Case Competition, highlighted earlier in this issue of Fogelman Focus. The team competed with teams from George Washington University, Georgetown University, the University of Virginia and the University of Maryland.

One of our most brilliant students, Terrance Garret, graduated last year and has started law school at Harvard. He intends to specialize in environmental law, where his training in economics will be indispensible. Tarah Kerr, who won our Best Undergraduate Economics Student Award last year, has also moved on to graduate school. She has entered the MA in Economics program at the University of California Santa Barbara, a top-tier department with Nobel Laureates on the faculty. She is likely to move on to a Ph.D. program either at Santa Barbara or at some other major department.

Two of our Ph.D. students are off to flying starts. Michael Jetter has begun working as an Assistant Professor at the University of Medellin in Colombia, a fine school that is aggressively hiring promising young researchers. Greg Lubiani has just accepted a position at Xavier University in Cincinnati, an excellent liberal arts school. Greg just had his first paper accepted by an academic journal, Health Economics.

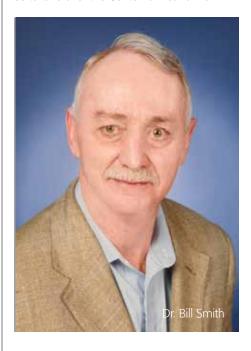
Our faculty also had a productive year of research. Dr. Cyril Chang published a paper in Health Services Research. Dr. Andrew Hussey published three papers, one in the Journal of Economic Behavior & Organization, one in the Journal of Human Resources and one in the American Economic Review: Papers & Proceedings. Dr. David Kemme, our Chair of Excellence in International Economics, published papers in the Review of International Economics, the Southern Economic Journal and Economics Letters. Dr. Alex Nikolsko-Rzhevskyy published two papers, one in the Journal of Money, Credit & Banking and another in the International Journal of Forecasting. Dr. Albert Okunade published papers in Small Business Economics, An Entrepreneurial Journal and Health Economics. Finally, Dr. Bill Smith had papers in the Journal of Money, Credit & Banking and the Journal of Economic Dynamics & Control.

We have always been known for our strength in health economics. This was evident

last year, when the Department and the Fogelman College of Business & Economics were asked to host the Southeastern Health Economics Study Group. The prestigious conference attracts top-notch researchers in health economics from all around the country. The conference, held at Fogelman in October, was organized by Dr. Albert Okunade.

We are known for our service as well as our teaching and research. Dr. Okunade, in particular, has long shouldered multitudinous responsibilities for the department, college, university and community. Recently, he has been especially active in resuscitating Fogelman's Honors Program. Last fall he was named a Suzanne Downs Palmer Professor in recognition for his outstanding service.

The department is going through a lot of changes this year. Dr. Julie Heath is leaving us to take over the Center for Economic



Education at the University of Cincinnati, the largest, most influential center in the country, and we are happy for her. However, Dr. Heath is a nationally recognized educator and we will miss her. On the up side, Dr. Douglas Campbell – also a brilliant teacher – is stepping into Dr. Heath's shoes to run our Center of Economic Education. We congratulate him on this important appointment.

We are delighted to report we have hired a new Assistant Professor, Dr. Carmen Astorne Figari. Dr. Figari just finished her Ph.D. at Washington University in St. Louis. Her dissertation, titled "A Game Theoretic Interpretation of Behavioral Economics," locates her work at the intersection of two of the most exciting areas in economics. She will arrive next fall, and we expect great things from her.

Dr. Bill Smith, Chair wtsmith@memphis.edu

### Department of Finance, Insurance & Real Estate

The Department of Finance, Insurance & Real Estate continues to excel in academic programs and in scholarship. The department is active and visible on campus, in the community and in the finance profession through activities organized for student organizations, strong placement of Ph.D. students, and top tier publications and research awards.

Nap Overton is the coordinator for more than 20 FIR honors students and is planning activities for the group. Dr. P.K. Jain continues to advise the TVA Investment Challenge, which allows students to gain experience managing an investment portfolio while competing against other universities. Leslie Mathis continues to work with students by organizing professional development activities for the local chapter of the Financial Management Association. This spring, the department had the first-ever gathering for Finance and Real Estate MSBA students and faculty, and it was well attended and received.

Our doctoral students are actively involved in research and teaching. Many of our doctoral

students have presented papers at national and international conferences. Each semester, the department has a joint seminar with the finance department at the University of Mississippi, which allows students and faculty to present their works and also to network. Recent Ph.D. placements include the Rochester Institute of Technology and the University of Ontario Institute of Technology.

On the research front, Dr. Sandra Mortal is on leave for the second year as a Visiting Scholar under the Federal Intergovernmental Personnel Act at the U.S. Securities & Exchange Commission in Washington, D.C. She has a forthcoming article in the Journal of Financial and Quantitative Analysis. Drs. Christine Jiang and Thomas McInish also have an article on after-hours trading, forthcoming in the Journal of Financial and Quantitative Analysis. Dr. McInish, Dr. P.K. Jain and doctoral student Pawan Jain received the Eastern Finance Association's (EFA) 2011 first place Outstanding Paper Award in Investments for their research project. In addition, Dr. McInish presented his joint work with Fogelman doctoral graduate James Upson at the highly selective National Bureau of Economic Research (NBER) meeting in Boston in December. Dr. Jiang's publication in 2011 was selected for an Outstanding Article Award by the Journal of Financial Research (JFR).

— Dr. Christine Jiang, Interim Chair *cjiang@memphis.edu* 

### Kemmons Wilson School of Hospitality and Resort Management

The Kemmons Wilson School of Hospitality and Resort Management started the second semester with a grand opening celebration of its new student lounge, named Kemmons Krossing. More than 50 students attended the event and enjoyed pizza and soft drinks. Special guests included Dr. Rajiv Grover, Fogelman Dean, and Dr. Rosie Bingham, Vice President for Student Affairs. The lounge was funded by proceeds from Trivia Night,

an annual KWS benefit event organized and sponsored by the Metropolitan Memphis Hotel and Lodging Association and SKAL International, Memphis. This spring's Trivia Night event was held Feb. 3, 2012, and generated additional funding for scholarships and other program needs.

Twenty-three students accompanied Professor Leonard Jackson to the Annual National Society of Minorities in Hospitality (NSMH) conference in February. At the conference, students attended seminars on



career development subjects, participated in networking suites with hospitality industry representatives and attended the career fair. Many of the students interviewed for permanent positions and internships. Kemmons Wilson School students competed for jobs very successfully, as several of them received offers from Four Seasons Hotels and Resorts, Lowes Hotels, Hyatt Hotels Corp., Walt Disney World and others. The KWS NSMH chapter received the Chapter of the Year Award, the Best Publicity Award, the Best Newsletter Award and the Best Membership Drive Award. The chapter also placed third for the Best Chapter Exhibit and was the only

#### **DEPARTMENT NEWS**

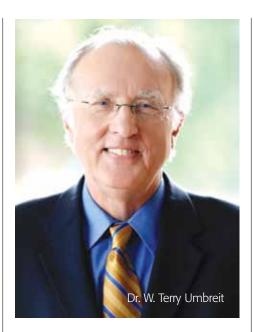
chapter to receive three chapter awards.

In March, the Kemmons Wilson School held another successful Kemmons Wilson Week celebration. In addition to the popular ice cream socials, the event included a special tribute honoring Kemmons Wilson, presented by The Wilson Family. The event was coordinated by students enrolled in Professor Carol Silkes' senior class. The special week helped the school celebrate its 10th anniversary along with the University of Memphis' Centennial celebration. The event was well attended by students, friends of the Wilson family and hospitality industry executives.

During the spring semester, an official University Alumni Chapter was established for graduates of the Kemmons Wilson School. The chapter held several meetings, as well as an Alumni Reception at the Westin Hotel. Officers elected for 2012-2013 are Allie Hanson, President; Anthony Petrina, Vice President; Katie Hart, Secretary; Amanda King and Courtney Nelson, Events Coordination; and Amanda Voss and Chris Gammel, Membership Officers. The KWS Alumni Chapter also hosted an event during Kemmons Wilson Week.

Late spring will again be a period in which KWS Students take advantage of special internships. Two students will participate in our Panama internship program, a joint partnership with the Panama International Hotel School. The internships will take place in IHG properties operated by Bern Hotels and Resorts. Students will also participate in unique revenue management internships at the headquarters of IHG Americas in Atlanta. In addition, several students will be involved in internships offered by Orange Lake Resorts in Orlando, Fla.

Dr. W. Terry Umbreit, Chair wtmbreit@memphis.edu



### Department of Management

Faculty in the Department of Management have been busy this semester working on research. Here, we present our research highlights:

Dr. John Amis and his co-authors had a paper accepted for publication in Human Relations. Dr. Amis' research examined the role of centrality and self-efficacy on interpreting organizational change as controllable. Dr. Amis and his co-authors also had a paper accepted for publication in the American Journal of Public Health. His research examined the implementation of a child obesity policy in educational environments in Mississippi and Tennessee. Finally, in July 2011, Dr. Amis escorted a group of University of Memphis students to London for the 11th Sport, Commerce & Culture in the Global Marketplace study abroad program. The only study abroad program in the Fogelman College of Business & Economics, this program enables students to explore issues of globalization, international management and culture while living in London. The program will take place again in Summer 2012.

Dr. Barbara Davis and her co-authors published an article in the Journal of Business

Communication. Her research compared various aspects of the top journals that publish business communication research.

Dr. Ben Kedia edited and co-authored a chapter in a book titled "Enhancing Global Competitiveness through Sustainable Environmental Stewardship." He also published articles on international business research and teaching in Business Horizons, European Management Journal, International Business Review and Journal of Teaching in International Business.

Dr. Chuck Pierce and his co-authors had a paper accepted for publication in the Journal of Managerial Psychology. Dr. Pierce's research examined the role of workplace romance policies and procedures on individuals' job pursuit intentions.

Dr. Peter Wright and his co-authors had two papers on strategic management issues accepted for presentation at the National Academy of Management meeting, set for later this year.

Dr. Charles Pierce, Chair capierce@memphis.edu

### Department of Management Information Systems

Faculty members have been very productive this year, with articles in several A+ and A-rated journal publications. Dr. Bill Kettinger serves as Associate Editor for Information Systems Research and Senior Editor for MIS Quarterly Executive and also serves on the Editorial Board for the Journal of the Association of Information Systems. Dr. Robin Poston serves as Associate Editor for the Journal of the Association for Information Systems, European Journal of Information Systems and Decision Sciences journals. Several faculty members also serve as track chairs for major conferences and as reviewers for major journals.

Dr. Jasbir Dhaliwal was awarded a grant from the U.S. Department of Defense (DOD) for work with the Software Testing Excellence Program (STEP), which includes national and international activities. The STEP initiative, based in the department, is recognized as the world leader in this area. Several faculty members, including Drs. Mark Gillenson,



Robin Poston, Tom Meservy, Tom Stafford and Ted Lee contributed to STEP grant activities this year. Dr. Judy Simon also received a grant this year from the DOD for activities relating to Business Information Assurance.

Dr. Tom Meservy was honored with one of only four University Distinguished Teaching Awards, which are sponsored by the Alumni Association and will be announced during the April Convocation. Dr. Brian Janz developed a best practices initiative that will be used to evaluate and improve instruction in the online BBA degree program. This initiative is recognized as the premier effort in the university to systematically evaluate and improve online degree courses and is expected to be adopted by other departments in the university.

The MIS student chapter of the Association

for Management Information Systems (AMIS) was honored with an "Outstanding Chapter Award" by the Association for Information Systems. Students earned the right to represent the chapter in a national competition in Provo, Utah, in May. Drs. Tom Meservy and Margaret Schultz serve as advisers for the chapter, which assisted the local chapter of the Society for Information Management (SIM) in hosting a career day program in March to raise awareness among students of careers available for MIS graduates.

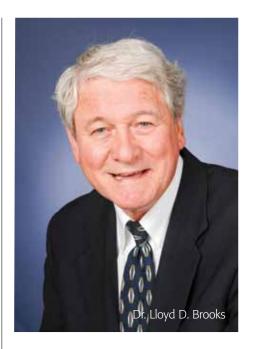
The MIS Advisory Council elected Bruce Livesay, CIO at First Horizon Bank, to serve as president for the next two years. The council, which provides support and advice to improve the department, sponsors four scholarships for outstanding students in the undergraduate degree program. The council is a strategic part of the department and includes about 35 IT executives.

The department continues to provide outreach for high school students who may later attend the University of Memphis.

One activity in February included hosting competitive events for 573 students from area high schools. Dr. Rajiv Grover, Fogelman Dean, spoke during the awards ceremony.

A grant was awarded to develop a Dual Enrollment/Dual Credit program with Shelby County Schools; it represents the first initiative of this nature in the state.

The department became one of the first in the country to adopt the AIS Model Curriculum, a standard that has now been adopted by many other departments. This initiative, led by Dr. Brian Janz, received three citations in ComputerWorld in the past six months that brought recognition to the department. The department also completed its first strategic plan, which will provide guidance and vision for the MIS department. John Oglesby, Executive-in-Residence, guided the department in this effort, which included



input from all faculty in the department.

The department continued to develop relationships with leading MIS scholars by inviting editors and other scholars to speak during the weekly MIS Research Colloquium. The department also sponsored a reception during the Annual ICIS Conference that provided networking opportunities with journal editors, department heads and other scholars from leading universities.

 Dr. Lloyd D. Brooks, Chair Ibrooks@memphis.edu

### Department of Marketing & Supply Chain Management

The Department of Marketing & Supply Chain Management has seen a flurry of activity in the past few months with a number of exciting developments. First, the department is pleased to announce the launch of a new Social Commerce Minor, effective fall 2012. This new program is designed to prepare students from all majors to work in the rapidly growing and changing arena of social media. The minor requires a practicum so that students gain actual experience in social media before completing the program.

#### **FOCUS ON FACULTY**



At the same time, an energetic group of students, led by Faculty Advisor Dale Kehr, has formed a new Student Marketing Association. The purpose of the group is to encourage and facilitate ongoing student involvement in all aspects of marketing; a number of activities are already planned. The association currently has 35 members and is growing rapidly. SMA officers and committee chair positions for Spring 2012 are Renisha Wilkes, president; Megan Driver, vice president; Elizabeth "Stafford" Cheston, secretary; Maari Slate, treasurer; Kirby Younker, chair, programs/events; R. Brian Hoard Jr., chair, media promotion; Kimberly Sykes, chair, social media/website; and Stephanie Brooks, chair, membership. The Student Marketing Association offers a nice complement to the Supply Chain Management Students Association, which boasts more than 135 members.

Moreover, to more accurately portray our outstanding program, our major in Logistics/ Supply Chain Management has been officially changed to Supply Chain Management. While logistics is an integral part of the program, the major is designed for students to have a broad understanding of the supply chain management process.

The department's Advisory Board is blossoming, with several new members added to the board. Our board has representatives from AutoZone, International Paper, FedEx, Cummins, Thomas & Betts, Orgill, First Tennessee, Hilton, Maybelline\*Garnier, Terminex, NYK Logistics, Kraft, Schneider and McKesson, along with several other Memphis-based businesses. The group has developed a new governing document that includes new leadership positions. Betsy Olim was selected as chair of the board, while Cliff Lynch is serving as vice chair for supply chain management and Terry Emehel is serving as vice chair for marketing.

Dr. Marla Stafford, Chair mstaffrd@memphis.edu

### **FCBE AWARD WINNERS**

In the past year, several members of Fogelman's faculty have received recognition for their scholarship, teaching and service. In this section, we highlight their accomplishments and their service to the college and our students.

### MESERVY RECEIVES DISTINGUISHED TEACHING AWARD

Dr. Thomas Meservy, Assistant Professor of Management Information Systems, has earned a 2012 University of Memphis Distinguished Teaching Award. Meservy is one of only four recipients of the annual award, which recognizes excellence in teaching at the undergraduate and graduate levels. The selection process includes assessment of the faculty member by his or her students and administrative head. The award is funded and sponsored by the University of Memphis Alumni Association.

### WRIGHT RECEIVES DISTINGUISHED TEACHING AWARD

Dr. Peter Wright, Professor of Management and Endowed Chair of Excellence in Free

Enterprise Management, also has earned a 2012 University of Memphis Distinguished Teaching Award. Wright is one of only four recipients of the award, which is funded and sponsored by the University of Memphis Alumni Association. The Distinguished Teaching Award recognizes excellence in teaching at the undergraduate and graduate levels.

### RACER WINS ENGAGED CREATIVE TEACHING AWARD

Dr. Michael Racer, Associate Professor of Marketing and Supply Chain Management, received the Fogelman College of Business & Economics' first Engaged Creative Teaching Award. Racer was recognized for significantly improving the success rate of undergraduate students in the BBA core statistics courses. Racer's approach involves a series of projects through which students utilize information from current events and news reports to illustrate course concepts and interpret statistical data.

### BABAKUS, PIERCE, OKUNADE NAMED PALMER PROFESSORS

The Suzanne Downs Palmer Professorship Awards Program was established in 2003 by alumnus Dan Palmer in appreciation of his education at Fogelman and in memory of his wife, Suzanne. The purpose of the Palmer Awards is to recognize outstanding individual faculty contributions to achieving themission of the Fogelman College of Business & Economics.

This year's winners were recommended by a selection committee of nine previous Palmer Award winners, who reviewed many competitive nominations from the faculty for these awards. Dr. Rajiv Grover, Dean of the Fogelman College of Business & Economics, presented each winner with a recognition plaque and a cash award of \$10,000.

Three faculty members were designated Suzanne Downs Palmer Professors at the fall Fogelman College faculty and staff meeting:

### Research Category: Dr. Charles A. Pierce, Professor of Management

Dr. Charles A. Pierce received a Palmer Professorship and was cited for his sustained and exemplary scholarship with three papers in A+ journals and seven in A journals within the last three years.

### Service Category: Dr. Albert Okunade, Professor of Economics

Dr. Albert Okunade received a Palmer Award for his extraordinary service contributions to the FCBE student honors program and for his long record of contributions in service roles to the department, college and university, and to the economics profession.

### Teaching Category: Dr. Emin Babakus, Professor of Marketing and Supply Chain Management

Dr. Emin Babakus was recognized for his excellent student evaluations and his success at teaching difficult courses successfully at both the undergraduate and graduate levels.

#### 2011-2012 FCBE BEST PAPER AWARDS

Each year, the Fogelman College of Business & Economics presents awards for the best papers published by its faculty in the preceding year. The Ph.D. Sub-Council for Graduate Studies and Research evaluates submissions and makes selections for awards in two categories: Empirical Research and Conceptual/Theoretical Research.

The first place winner in each category receives a plaque and \$500; the second place winner receives a plaque and \$250. The college's most recent award winners are as follows:

Empirical Category: The first place winner in the Empirical Category was a paper coauthored by Fogelman faculty members Dr. Rabi S. Bhagat (Professor, Management) and Dr. Balaji Krishnan (Associate Professor, Marketing and Supply Chain Management), along with current and former doctoral students Terry A. Nelson, Karen Moustafa and Tejinder K. Billing. The award-winning paper, "Organizational Stress, Psychological Strain, and Work Outcomes in Six National Contexts," was published in IEEE Engineering Management Review.

Conceptual/Theoretical Category: The first place winner in the Conceptual/Theoretical Category was a paper co-authored by Dr. Robin S. Poston (Associate Professor, Management Information Systems) and

Dr. Judy Simon (Professor, Management Information Systems) titled "Client Communication Practices in Managing Relationships with Offshore Vendors of Software Testing Services" in Communications of the Association for Information Systems.

Second place in this category went to "Uncertainty, the Demand for Health Care, and Precautionary Saving, which appeared in The B.E. Journal of Economic Analysis and Policy. It was co-authored by Dr. William T. Smith (Professor, Economics) and economics doctoral graduate Diego Nocetti.

# The Fogelman College of Business and Economics

Alumni Chapter is accepting applications for new board members!

The Fogelman College of Business and Economics strives to reconnect U of M graduates back to the University by planning and implementing various activities throughout the year, including ...

- The Annual FCBE Golf Tournament, a fundraiser for our Building Renovation Fund, and
- Alumni Day, where we honor distinguished Fogelman College graduates and Friends of the College.

If you are an alumni of the University of Memphis Fogelman College of Business and Economics and are interested in serving on the board of the FBCE

Alumni Chapter, please contact Alumni Coordinator

Shannon Miller at semiller@memphis.edu or 901/678-3043



Fogelman College of Business & Economics

### **ALUMNI NEWS**

### ALUMNI DAY EVENT OFFERS MESSAGE OF HOPE

In a time of national crisis, opportunity abounds. That's the message keynote speaker and Memphis Grizzlies owner Michael Heisley delivered to more than 550 community leaders, business professionals, alumni and friends at the Fogelman College of Business & Economics' 19th Annual Alumni Day Luncheon.

At the ceremony, which took place in November, S. Morgan Morton (BBA '63) and Emily Greer (MBA '06) were recognized by the college as Outstanding Alumni. Morton, retired senior vice president of Pfizer Corp., received the award from presenter Philip O'Malley (BBA '10, MBA '11), the beneficiary of a scholarship in his name. Greer, chief of staff of ALSAC, the fund-raising organization of St. Jude Children's Research Hospital, accepted her award with a pledge: "I am making a commitment right now and here to support the University of Memphis."

Also at the ceremony, Avron B. Fogelman, chairman of Fogelman Properties, and Douglas Browne, general manager and vice president of the Peabody Hotel, were honored with the college's Distinguished Friend Awards.

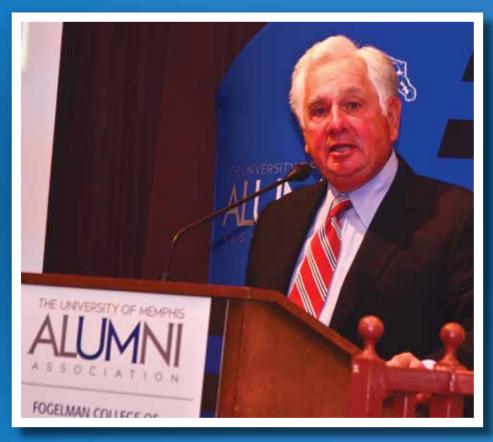
In his keynote speech, Heisley notes that "the current economic situation in this country is something we are all deeply concerned about." He adds, however, that in times of turmoil and desperation, the greatest opportunities are created. "That's what I have to say to young people just starting out in your careers," he says. "It may be difficult to see it, it may not necessarily be presented to you on a silver platter, but great opportunity is here. Now is the time to be looking for investments. When people's attitudes are down, opportunities are up."

Philip O'Malley (R) was the beneficiary of a scholarship which bore the name of Outstanding Alumnus S. Morgan Morton (L).





ALSAC Chairman Richard C. Shadyac Jr. (L) presents Emily Greer with her award.



Avron B. Fogelman speaks after accepting his award

### **ALUMNI NEWS**



Marty Belz (L) presents Douglas Browne with his award



Dean Rajiv Grover (L) looks on as Michael Heisley (C) and Avron B. Fogelman (R) shake hands.

#### **SPOTLIGHT ON GIVING**



(L-R) Jim Baker, Dean Rajiv Grover, J. Austin Baker III, and Robert Taylor with the check that establishes the J. Austin Baker III MILE Endowed Fund.

### \$100,000 DONATION LAUNCHES J. AUSTIN BAKER III MILE ENDOWED FUND

A \$100,000 commitment by a local philanthropic organization has given rise to a new endowment for the Fogelman College of Business & Economics, the J. Austin Baker III MILE Endowed Fund. The endowment will ensure that the college's MILE Program — an effort that prepares FCBE students to become future city leaders through leadership development programs and mentoring — remains financially sustainable for the long term.

The fund is named after FCBE alumnus J. Austin Baker III (BBA '04). Baker, co-founder and president of the executive advisory board for the Memphis Institute for Leadership Education (MILE) Program, founded the program and has remained active in helping it grow. He serves on the Fogelman College Alumni Chapter board and is a lifetime member of the Alumni Association and a member of the Society of the Shield. He also was named 2010 Fogelman College Entrepreneur of the Year.

The idea to create the MILE Program grew out of a meeting between Baker and Dr. Robert Taylor in spring 2006. The program, in which upper division students and select master's students are paired with mentors from the professional community, launched in fall 2007. Austin Baker's father, Jim Baker, and his association with a philanthropic organization has led not only to this most recent commitment of \$100,000, but also to gifts that helped launch and maintain the program.

Jim Baker, owner of Memphis restaurant Owen Brennan's, has been an active part of the university family for many years. He is an alumnus and advisory board member of the U of M College of Arts & Sciences, where he has supported the College both financially and with his time. Baker is a member of the university's Society of the Shield, Centennial Circle and Brister Society. To date, his group has given more than \$150,000 to the MILE Program and more than \$245,000 to the University of Memphis.

"Because the MILE has become a successful program for the U of M, the decision was made to endow the program to ensure its continued success into perpetuity," Jim Baker says. "It is the hope of the foundation that this endowment will attract other donors to ... continue to build on its success."

Endowments are valuable to the university because they create an ongoing source of income, enhance its stability and prestige and allow for important program expansion, says Kenneth "Ziggy" Siegfried, FCBE Director of Development. "Because endowed gifts provide a permanent stream of income, they ensure that funding is secure to grow for generations to come. The MILE Program is very beneficial for our students, the Fogelman College and the entire university. I am excited that the J. Austin Baker, III MILE Endowed Fund will be around forever."

For more information or to support the J. Austin Baker III MILE Endowed Fund, please contact Siegfried at 901-678-3068 or ksiegfrd@memphis.edu.

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