

HASLAM



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

MAGAZINE
Summer 2018

UNRAVELING TORNADOES

Baron Critical Weather Intelligence

21st Mortgage: Patron and Promoter

Marianne Wanamaker Sets Economic Policy

Social Media Behavior Explained



We're proud to present
the Haslam MBA at

#22

(among publics, *U.S. News & World Report*,
2019 Best Business Schools ranking)

In good company, our new MBA ranking means five of our graduate
and executive education programs are now ranked in the top 25.

#2

NATIONALLY
Supply Chain
(*Gartner*)

#21

NATIONALLY
Master of
Accountancy
(*Public Accounting Report*)

#22

NATIONALLY
Master of Science in
Business Analytics
(*TFE Times*)

#13

NATIONALLY
Custom Executive
Education
(*Financial Times*)



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FROM THE DEAN



Being a Volunteer means contributing to endeavors greater than one's narrow self-interest. At the Haslam College of Business, it's easy to see this Volunteer Spirit in the impact our students, alumni, faculty, and staff make in and outside our classrooms and across the globe. Our education of students, our generation of new ideas, and our partnering with business, government, and community organizations improves the world.

Take, for instance, the alumnus on the cover of this issue. Bob Baron (*page 12*) saw an urgent need in his community—the need to more quickly and efficiently warn residents of severe weather in their area—and stepped forward into new territory to imagine, create, and market technology that has arguably saved thousands of lives. The success of the Barons and alumni like them showcase the University of Tennessee, Knoxville's entrepreneurial spirit and the heart of Volunteers. When there is a need, our people don't look to others and wait. They step forward with purpose and get to work, helping wherever they may.

Our faculty is being noticed at the national and international level. Marianne Wanamaker (*page 10*), associate professor of economics, has been recognized by the United States government as her drive and knowledge earned her a spot on the Council of Economic Advisors to the White House. In the business world, research such as Assistant Professor Michel Ballings' study (*page 8*) of social media's effects on lead generation and identification for Coca-Cola, is shaping how companies carry out their work.

Our students are learning not only how to impact the business world, but also sharing that knowledge with the younger generation. As part of our Venture Living/Learning Community, Haslam students (*page 26*) are going into K-12 classrooms to teach basic business knowledge and financial literacy to Tennessee students through a partnership with Junior Achievement.

Our staff (*page 34*) contribute to the university and to Haslam in myriad ways, and their efforts were recently recognized in a special celebration at Neyland Stadium that showcased their commitments.

Everywhere you look at Haslam, you see evidence of a college committed, at its core, to creating positive outcomes. It's not just a place to learn, though that is chief among its aims. Here, we are better when we reach beyond ourselves to forge lasting connections. This wouldn't be possible without the support and time investment of our alumni and friends. Thank you for all you do to make all of this possible.

With warm regards,

Stephen L. Mangum

Dean and Stokely Foundation Leadership Chair
Haslam College of Business

HASLAM

MAGAZINE

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

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THE HASLAM COLLEGE OF
Business at the University of Tennessee, Knoxville, is indebted to a host of visionary advisors who help us implement our mission and keep us connected to the world in which our graduates will serve. These professional and business executives meet regularly with the deans and faculty to discuss current business issues and develop plans and strategies to guide the college's future. Members of the Dean's Advisory Council also have assisted the college in numerous other ways, including the recruitment and employment of top students, the placement of students in summer industry internships, and the support of fundraising efforts that are crucial to the college's students, faculty, and programs.

Formed in 1975, the council plays a vital role in guiding our college as we continually strive to improve our performance and reputation as a national leader in management research, education, and practice.



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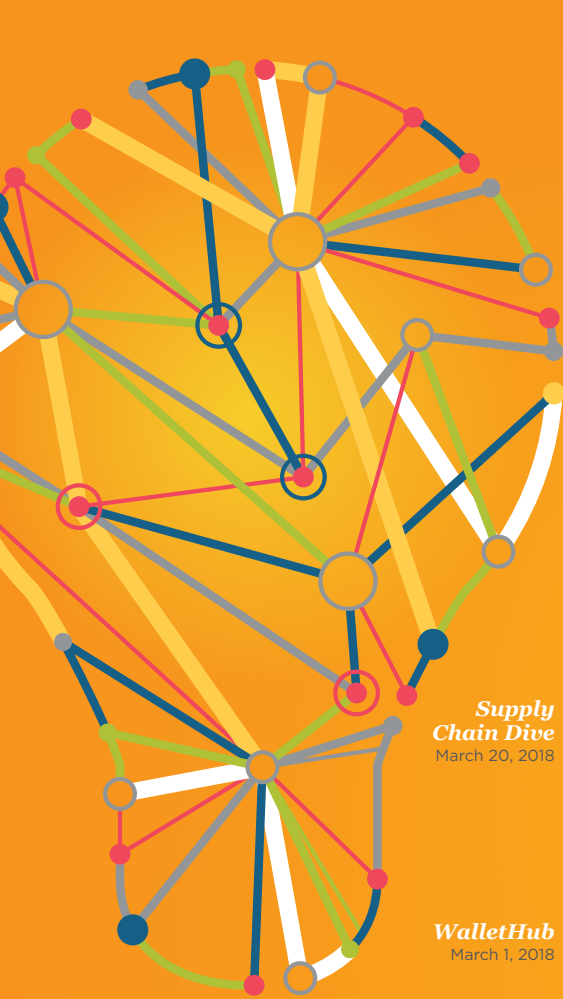
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Supply Chain Dive
March 20, 2018

"We don't have a problem recruiting to our major. What we do have a problem with is getting more women into the major. The companies that recruit here want diversity. They're actively trying to recruit more hires to represent diversity."

Diane Mollenkopf, McCormick Associate Professor of Logistics, on gender diversity in supply chain talent.

WalletHub
March 1, 2018

"Your credit report is as important for you as a report card is for your child. Similar to how your child's grade in literature demonstrates his or her mastery in reading comprehension, your credit score is a signal of your overall financial reliability."

Laura Cole, Director of the Masters Investment Learning Center and senior lecturer in finance, on the importance of credit scores.

InvestorsHub
January 23, 2018

"While people and businesses have been moving south for a host of reasons, from warmer weather to cheaper home prices, research shows taxes matter."

Bill Fox, Director of the Boyd Center for Business and Economic Research, Chancellor's Professor, and Randy and Jenny Boyd Distinguished Professor, on the new tax bill and its reception in the South.

The Tennessean
January 19, 2018

"It is going to increase the size of the economy. It is going to bring in a really highly skilled labor force that is not already there, a lot of community leaders. To have somebody with the worldwide vision of Amazon look at Nashville and say, 'This is the place we want to be' is really good for the brand."

Bill Fox, Director of the Boyd Center for Business and Economic Research, Chancellor's Professor, and Randy and Jenny Boyd Distinguished Professor, on Nashville's bid for the new Amazon headquarters.

The Hill
January 17, 2018

"States lost an estimated \$11.4 billion in 2012 and those losses are likely to continue to grow rapidly, at least for the next several years."

A quote from the research of **Donald Bruce**, Douglas A. and Brenda Home Professor in Business; **Bill Fox**, Director of the Boyd Center for Business and Economic Research, Chancellor's Professor, and Randy and Jenny Boyd Distinguished Professor; and **LeAnn Luna**, on the impact of not charging sales tax to online vendors.

WalletHub
December 23, 2017

"What's the most important thing to look for in a credit card for international travel? That's the wrong question. The right question is, 'What's the best advice about credit cards for international travel?' The answer to that is: take more than one card, preferably issued by different banks. If your main card is lost, stolen, or compromised, then you want to have a backup."

Ramon DeGennaro, Haslam College of Business Professor of Banking and Finance, on smart banking during travel.

IN THE NEWS

THOUGHT LEADERSHIP

Accounting Today
December 19, 2017

"Consistent with increased pressures to be less tax-aggressive, we find that being in the lowest quintile of benchmarked tax rates [became] influential in predicting CEO turnover...This is consistent with boards responding to...increase[d] political and reputational costs surrounding tax avoidance."

James Chyz, Associate Professor of Accounting and Information Management, on his research on how corporate tax payments affect CEO turnover.

Global Trade Magazine
December 12, 2017

"Companies with the strongest supply chains integrated them from end to end long ago and have mastered working across business disciplines. They are now using those skills to work with external supply chain partners and find ways to collaborate with non-competitors to create cost-saving opportunities."

Mike Burnette, lecturer and associate director of the Global Supply Chain Institute, on the importance of transparency in the supply chain.

Inbound Logistics
November 22, 2017

"In our research, we've found that companies are able to get new or temporary workers up to speed much faster by using these devices."

Randy Bradley, Assistant Professor of Information Systems and Supply Chain Management, on augmented reality as a tool for training warehouse personnel.

WalletHub
October 12, 2017
Character references for borrowers

"[Character references] matter, but not nearly as much as a good credit history and profile. If you have a track record of paying your bills, a good work history, and assets to back the loan, then character references won't matter. If you don't have a good track record of paying your bills, or a good work history, or any assets to back the loan, then character references won't matter, either. Between those extremes, they might help at the margin."

Ramon DeGennaro, Haslam College of Business Professor of Banking and Finance, on the importance of character references for prospective borrowers.

CNBC
September 6, 2017

"Gov. Haslam and his administration started from the presumption that we needed a dramatically improved labor force because of the kind of jobs that are being created and ever more increasingly will be created in the economy. These things are interactive. People need the skills in order to qualify and get the jobs, but also the jobs go where there are people with skills."

Bill Fox, Director of the Boyd Center for Business and Economic Research, Chancellor's Professor, and Randy and Jenny Boyd Distinguished Professor, on job growth in Tennessee and across the South.

MBA Rankings

The Haslam MBA showed the largest gains of all programs ranked in the 2017 *Poets & Quants* Top 100 US MBA Programs, climbing 24 positions to no. 56. It was 29th among public institutions.

The **Haslam MBA** rose seven places over the last two years to become **57th nationally** and among the **30 best public business schools**, according to a *Bloomberg BusinessWeek* ranking.

The **Haslam MBA** program rose to **22nd place among public universities** in the 2019 Best Business Schools rankings from *U.S. News & World Report*. The program gained 10 spots over its previous ranking, placing at **no. 44 nationally**.

The **Haslam MBA** was ranked **26th among public universities** by *Forbes* for the best return on investment.

GRADUATE AND EXECUTIVE EDUCATION



Jeff Diamond

GEE hosted a symposium sponsored by the **First Tennessee Foundation** on "The Business of Professional Sports Negotiation" featuring Jeff Diamond, former Tennessee Titans president, Minnesota Vikings general manager, NFL Executive of the Year, and Chairman and CEO of the Ingram Group.

COLLEGEWIDE



The Anderson Center for Entrepreneurship & Innovation launched its **Business Accelerator**, a space with mentorship and supportive programs to help launch student businesses.



The **Smith Global Leadership Scholars**, Haslam's honors program, was named for supporters Greg and Lisa Smith.

The college launched three new **study abroad programs**. Argentina/Uruguay were available during spring break, while Panama and South Africa ran during the May mini-term.

336 gifts were made to the college during the **Big Orange Give Campaign**, the university's one-day social media fundraising drive.

The college was named an **outstanding business school** in the *Princeton Review's* annual guide, "The Best 267 Business Schools: 2018 Edition."

MATTHEW SERFLING

The Intersection of Labor and Finance

As an avid reader, Matthew Serfling constantly absorbs information from a variety of fields. “I’ve stumbled onto most of my successful topics,” he says. “I see something interesting and think, ‘How could this apply in finance?’”

It’s a system that seems to be working for him. Serfling’s research output places him among the top 3 percent of researchers in the field of finance, but he’s quick to downplay how he made it into the upper echelon of publishing academics. “I got lucky and had success getting published in top journals early on,” says Serfling, who came to the Haslam College of Business as an assistant professor of finance and Kinney Family Faculty Research Fellow in 2016. “Trying to replicate that has been tough.”

Much of his research looks at the intersection of labor, economics, and finance. “I’ve had a couple of papers dealing with labor market frictions related to how easy it is to fire workers or get rid of employees,”

he says. “These frictions impact many different firm decisions, including how to finance the firm and whether or not it should take on risky debt.”

He’s also explored topics related to labor mobility and how firms impact labor outcomes. For example, “If a company can protect its trade secrets by keeping workers from going to competitors, they can manage risk, and this should

affect how the firm is financed,” he says. “In another recent paper, we looked at how much information about the firm is available to employees, and how this information impacts employment uncertainty and employee wages.”

After taking an early interest in business, Serfling pursued law as an undergraduate. “I had a professor who recognized my interest in finance and encouraged me to follow it,” he says. “I realized it was a better fit for me.”

Serfling’s success is no surprise to Sandy Klasa, Serfling’s PhD advisor at the University of Arizona. “Matthew was the most focused student I’d ever seen, and

continued on the next page

Matthew Serfling
in his office in Stokely
Management
Center.



he always had a positive attitude,” says Klasa. “Today, he definitely has a reputation as an expert on how labor issues can affect firms’ financial decisions.”

Tracie Woidtke, head of Haslam’s finance department and David E. Sharp/Home Federal Bank Professor, says Serfling’s findings could impact how businesses and policy makers think about labor issues. “He examines the effects that certain laws have on important corporate decisions, such as capital structure,” Woidtke says. “Because of that, his research has important policy and economic implications.”

While Serfling’s curiosity and strong work ethic keep him focused on projects, Woidtke says he always has time for colleagues and students. “Matthew spends a great deal of time collaborating and discussing research with students and faculty,” she says. “He also contributes to a strong departmental culture by coordinating monthly socials for the finance faculty.” ■

STAFF

The Office of Diversity & Community Relations partnered with First Tennessee Bank to offer a seminar in financial literacy for students.



Nancy Scott, director of leadership development programs, led a professional development exercise for Haslam staff members.

Effin Logue of Dixon Hughes Goodman spoke at the **Women in Business, Entrepreneurship, and Leadership Summit**.



Terry Neal

ACCOUNTING & INFORMATION MANAGEMENT

Terry L. Neal was named head of the Department of Accounting and Information Management. He succeeds Joe Carcello.

The American Accounting Association recognized **Joe Carcello** with its Outstanding Auditing Educator Award and its Distinguished Service Award.

Francine McKenna of MarketWatch spoke to accounting students as a Distinguished Guest Speaker.

Mark Bradshaw, a professor of accounting at Boston College, delivered a talk on the role of sell-side financial analysts in capital markets as part of the Distinguished Scholar Speaker Series.



VANESSA A. COUNTRYMAN, CHIEF COUNSEL IN THE US SECURITIES AND EXCHANGE COMMISSION'S DIVISION OF ECONOMIC AND RISK ANALYSIS, SPOKE IN THE 2017 NEEL CORPORATE GOVERNANCE SPEAKER SERIES.



BOYD CENTER FOR BUSINESS & ECONOMIC RESEARCH

The Boyd Center’s annual **Economic Report to the Governor** projected continued growth in the Tennessee and national economies throughout 2018.

The Boyd Center’s **annual population projections** for the state projected growth in Tennessee’s metropolitan counties but decreases in many rural counties over the coming decades.

The Boyd Center released **“The Impact of TennCare: A Survey of Recipients, 2017,”** which shows that Tennessee’s overall uninsured rate increased from 5.5 to 6 percent between 2016 and 2017.

The Boyd Center received supplemental funding from the W.E. Upjohn Institute for Employment Research supporting research centered on **Tennessee Promise**.

The Boyd Center partnered with **UT’s Center for Transportation Research**, the **Tickle College of Engineering**, the **Howard H. Baker Jr. Center for Public Policy**, and West Virginia University on a report detailing how dramatic decreases in Appalachian coal production have put many regional industries at risk for economic decline.

MICHEL BALLINGS

Social Media and Machine Learning Uncover a Wealth of New Customers

Facebook contains more than 65 million company pages that actively engage one billion users. For organizations selling goods and services from business to business, that's a potential gold mine of customer prospects. Sifting through the vast expanse of possibilities has largely thwarted B2B companies though, as most use social media to qualify prospects based on intuition and a limited set of characteristics. Identifying and quantifying leads this way takes up valuable time that effective sales professionals could better use to convert leads.

Michel Ballings, an assistant professor in business analytics, recently authored a study with colleagues from Ghent University that was the first to show how machine learning techniques can help companies use social media to better qualify prospects. Ballings worked with Coca Cola to test the study's models in the field and estimated that using lead lists generated from data that includes

social media factors would result in a more than \$21 million gain in revenue for the company in a one-year period.

The study used a prospect information list that Coke purchased to identify more than 9,000 potential bars and restaurants with websites and Facebook pages that could be mined for data. Ballings' research identified 73 key pieces of customer information from the commercial data, 53 from website text, and 99 from Facebook pages and posts. Using machine learning algorithms, it compared prospects to Coke's current customers to find the closest match.

"The advantage of machine learning is that it automatically learns the model structure, as opposed to a human specifying the model," Ballings says. "The main challenge in qualifying leads is the lack of qualifying characteristics. With big data, auto screening can simply find which characteristics present are relevant."

Ballings then gave lists to Coke's salespeople that ranked prospects based

on each of the data sources (commercial list, website, Facebook, or various combinations) to test which source provided the highest quality leads. After six months of sales calls, he then ran the experiment in a second phase, comparing the prospects his models identified to the prospects Coke's sales people actually converted.

"This is a more apples-to-apples comparison and a more direct way to evaluate whether the prospects we identified as high priority were the correct ones," Ballings said. "In both phases—comparing prospects to actual customers or to successful conversions—Facebook data provided the most powerful indicators."

The top 10 variables in both phases came from Facebook data, with likes, check-ins, and were-heres heading the top of the list. None of the commercial data variables, the means by which most companies currently identify prospects, were among the top influential variables.



“Our study challenges the current best practices for B2B customer acquisition,” Ballings says. “These commercial lists are very expensive, and public Facebook and website data provide a lot better value. It makes sense for companies to work with Facebook, Inc. to see if the approach proposed in our scientific study can be extended to a commercial solution.”

The idea for the study grew out of a partnership with a former Master of Science in Business Analytics student working at Coke, and a recent graduate assisted with the study while working there.

“Social media improves the qualification of prospects, and that translates into real, positive financial gains for companies,” Ballings says. “Machine learning techniques are increasingly driving all kinds of strategic business initiatives, and companies are very interested in our students with skills in this domain.” —Katie Williams

DAN FLINT AND TOM VAN DORSELAER LAUNCHED THE PROFESSIONAL SALES FORUM, GAINING 18 SPONSORS BEFORE THE FIRST CONFERENCE ON APRIL 4-5.

MARKETING & SUPPLY CHAIN MANAGEMENT

At its 2017 fall forum, the GSCI recognized **Daniel Myers**, executive vice president of integrated supply chain at Mondelēz International, for his contributions to supply chain management and the college with a Distinguished Service Award.



Ernie Cadotte launched a new product development class in which students use research from Oak Ridge National

Laboratory to create and launch new products.

Supply chain faculty at Haslam earned the **top ranking for research productivity in the world** from the *Transportation Journal*.

Vincent E. Castillo, Diane A. Mollenkopf, and **John E. Bell** published a paper with business analytics professor **Ham Bozdogan** entitled, “Supply Chain Integrity: A Key to Sustainable Supply Chain Management,” in the *Journal of Business Logistics*.

Clockwise from below: Stephanie Noble; Shay Scott; Daniel Myers; Ernie Cadotte with students; Daniel Myers, left, Ted Stank, right.



Stephanie Noble, with co-authors Dhruv Grewal, Carl-Philip Ahlbom, Lauren Beitelspacher, and Jens Nordfalt, had a study accepted in the *Journal of Marketing* that observes that customers using their phones while shopping spend more time in the store, attend to shelf information more, and divert from their normal path more often, ultimately increasing the amount they purchase.

Shay Scott was named Executive Director of the Global Supply Chain Institute.



Nine of the MSCM faculty, along with an affiliate from finance, collaborated to deliver *Leveraging Supply Chain Management to Drive Organizational Success*, an electronic textbook already adopted or under consideration at more than 65 schools.

A paper by **Lance Saunders, Mary Holcomb**, and a colleague from Virginia Commonwealth University was accepted for publication by the *Journal of Operations Management*. It demonstrates that the total value extracted from upstream/supply side lead time reductions is not necessarily positive.



The GSCI hosted its 20th annual Supply Chain Forum with keynote addresses from Daniel Myers and Tom Morton and a luncheon address by Chancellor Beverly Davenport.



The Global Supply Chain Institute (GSCI) released two new white papers in November: *End-to-End Supply Chain Collaboration Best Practices* and *New Product Initiative Best Practices* as well as two in April: *A SAVVY Guide to the Digital Supply Chain* and *Advanced Demand/Supply Integration Best Practices*. Find them all online at <https://haslam.utk.edu/gsci/publications>.

MARIANNE WANAMAKER The Economic Advisor

When Marianne Wanamaker arrived in Washington, DC, to serve on the Council of Economic Advisors to the White House, she walked into an environment very different from academia.

“The biggest challenge has been adjusting to the pace,” Wanamaker, associate professor of economics at the Haslam College of Business and chief domestic economist at the National Bureau of Economic Research, says. “This is a place where you’re responsible for 20 tasks a day while trying to keep up with constant emails and phone calls.”

In July 2017, Wanamaker, who is both a Boyd Center and Kinney Family Faculty Fellow, dove into her one-year role as one of 10 senior economic advisors on the council serving under three political appointees. Council staff members hail from a variety of backgrounds, from

academia and other sectors of government to private think tanks.

The council is tasked with assembling the annual Economic Report of the President, a congressionally mandated document due to the White House every February. “We try to raise issues in the American economy that we and the president believe should be the primary focus of any policy agenda,” says Wanamaker. “This year’s report talks about the importance of tax reform, the president’s deregulation agenda, the cyber security threat, and the stagnation of middle income and wages in America, laying out the case for why we need an infrastructure bill.”

Wanamaker’s job is to contribute whenever the conversation concerns labor markets, workers, or household incomes. “It’s almost never the case that a topic is pure



and only touches one of us, so we work in teams,” she says. In

addition to the annual report, members do internal research to support policy processes for the White House and produce other public reports.

Every month Wanamaker looks forward to the day the national jobs report comes out. The council receives an early copy of the numbers, and it is her job to prepare a brief for the president and a handful of other advisors to review the night before the release. A few minutes before the official data release, she joins statistical and political staff at the Department of Labor to brief the labor secretary, Alexander Acosta, on the forthcoming numbers. “In DC, and in any sort of economic circle, that report is a big deal,” she says. “It’s perhaps the most tracked economic indicator. Discussing it



in the labor secretary's office with an amazing view of the US Capitol is a surreal experience."

Haslam is proud to have a faculty member serving in Wanamaker's elite position, says Stephen L. Mangum, dean and Stokely Foundation Leadership Chair. "The council's work may influence the decisions of the president and his team, move markets, and affect the lives of hundreds of millions of people," Mangum says. "We are honored that Professor Wanamaker's accomplishments and reputation warrant this great opportunity."

Council Chairman Kevin Hassett calls Wanamaker a brilliant economist who has been involved in virtually every major economic decision made at the White House. "She's the go-to person on so many issues it would take all day to list them," Hassett says. "The University of Tennessee, Knoxville, has made a major contribution to public life in the US by sharing such a talented professor with us." ■

INFOR DONATED LICENSES OF ITS CLOUD-BASED SUITE OF HUMAN RESOURCE INFORMATION SOFTWARE FOR STUDENT USE.

MANAGEMENT



David Gras

David Gras, along with doctoral students Michael Lerman and Nick Mmbaga, partnered with an international scholar to write a paper on differentiation in poverty-stricken areas of Nigeria that was published in the *International Review of Entrepreneurship*.

Sam Ransbotham of Boston College and the *Sloan Management Review* spoke at the fall **Business Analytics Forum**.

BUSINESS ANALYTICS & STATISTICS

\$1.7 million **Bogdan Bichescu, Randy Bradley,** and **Russell Zaretski** (along with Audris Mockus of the Tickle College of Engineering) received a National Science Foundation (NSF) grant totaling \$1.7 million for their research on mapping the supply chains of open source software.

TOP 25

The Master of Science in Business Analytics (MSBA) was ranked 22nd in *TFE Times'* 2018 Best Masters of Business Analytics Programs. This is the third year in a row Haslam made the ranking's top 25.

The MSBA won the prestigious **UPS George D. Smith Prize** presented by the Institute for

Operations Research and Management Sciences (INFORMS).

Sean Willems earned a spot among six finalists for the INFORMS Franz Edelman Award.

Ham Bozdogan has been invited to serve on the Scientific Program Committee of the Symposium on Data



Science and Statistics (SDSS) as well as to conduct a session based on his research. He also will give a series of lectures at Istanbul University's Quantitative Lectures (ISTQL).

The department launched the **Melton Scholars**, granting six undergraduate students \$1,700 each and faculty support for original research.



Maria Padilla-Romo

Matt Harris was named the Michael Stahl Physician Executive MBA Faculty Fellow.

Celeste Carruthers was appointed co-editor of the *Economics of Education Review*.

Raphael Bostic, president and CEO of the Federal Reserve Bank of Atlanta, was the guest speaker at the spring **Knoxville Economics Forum**.

Matt Murray addressed tax reform and the deficit during the annual Tennessee Economic Outlook press conference.



Raphael Bostic

Marianne Wanamaker gave the African American History Month lecture at the US Department of the Treasury.

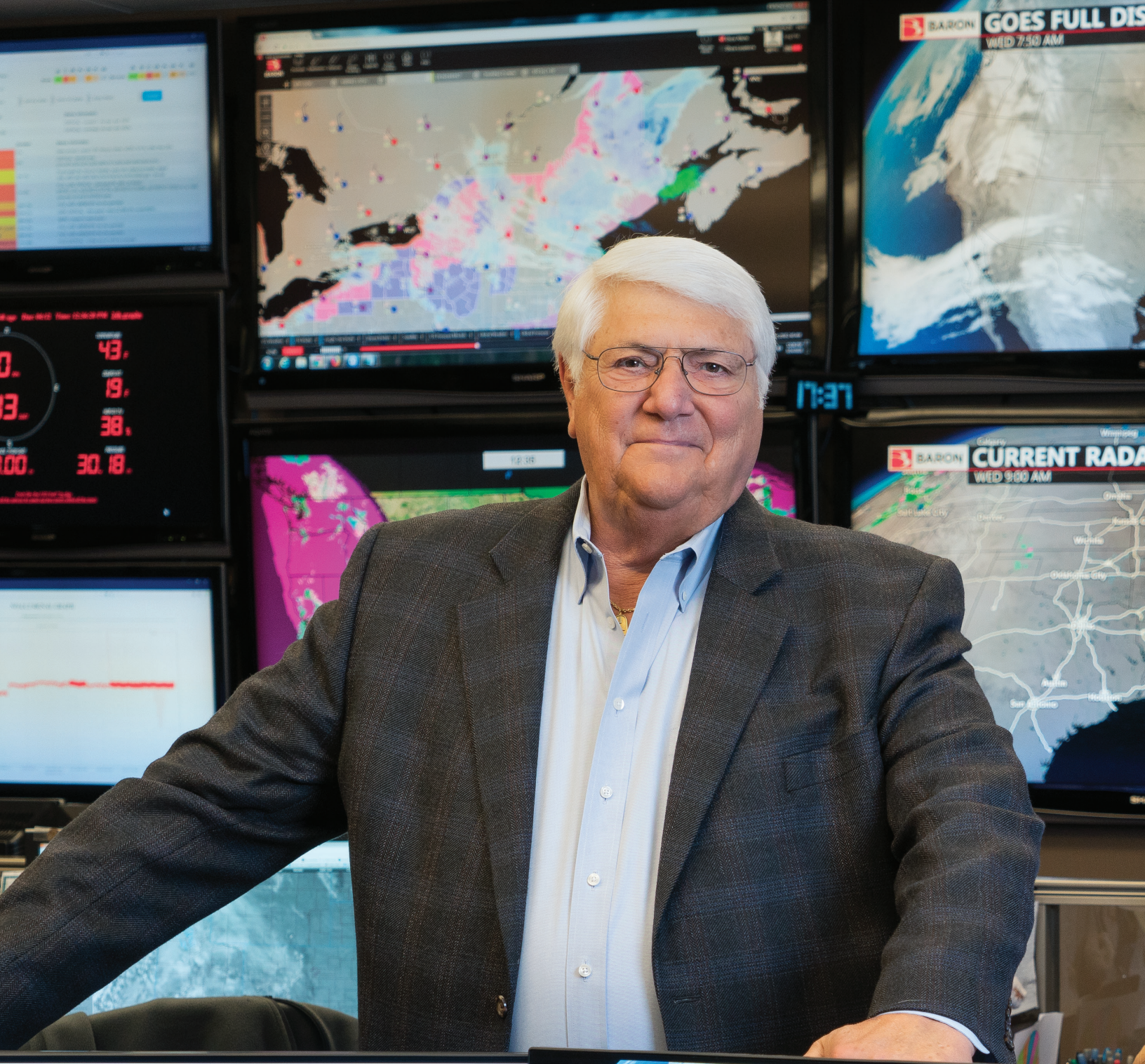
Ken Baker served as the faculty lead in developing a new microeconomics course as part of Tennessee's State-wide Dual Credit program.

ECONOMICS

Maria Padilla-Romo published a study in the *Journal of Health Economics*, which found that capturing the leaders of criminal organizations in Mexico causes large and sustained increases in homicide rates.

Clockwise from below: Sam Ransbotham; Ham Bozdogan.





BARON

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Introducing Baron Types

Critical Weather Insights

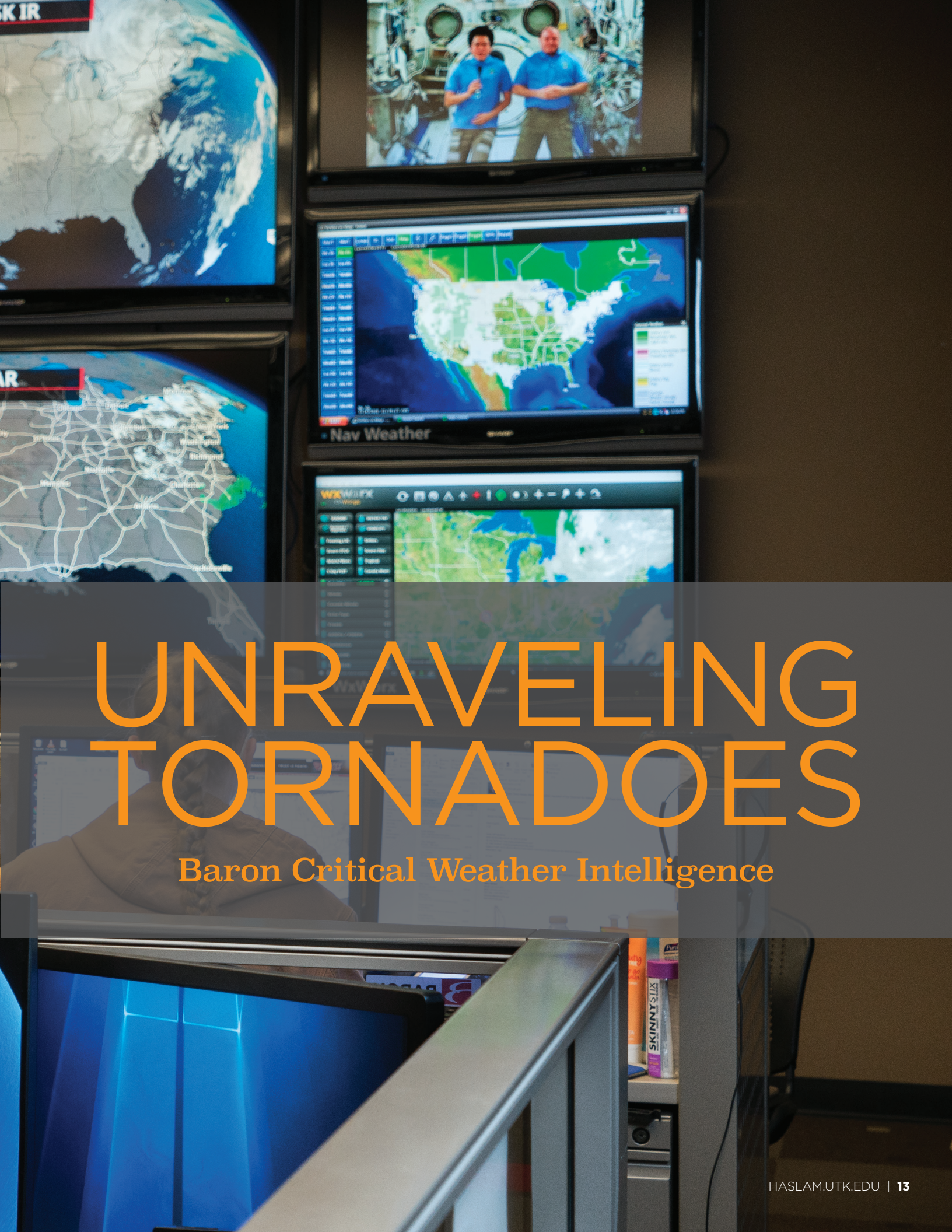
COMCAST NEWS
Baron Announces Baron Weather Data Archive

COMCAST NEWS
Baron Next Generation Radar Purchased by Bangladesh Air Force to Improve Flight Safety

IN THE NEWS
Baron to sponsor the 20th Anniversary of ChaserCon, February 16 - 18, 2018 in Denver, CO

More News





UNRAVELING TORNADOES

Baron Critical Weather Intelligence

On November 15, 1989, a severe thunderstorm intensified near Huntsville, Alabama. Local television meteorologist Bob Baron (HCB, '68) tracked and reported the storm to the best of his abilities. The system produced a deadly F-4 tornado, and Baron was chilled to learn of its devastation, including the loss of 23 people. "Nobody at the weather service or in the broadcast community was able to identify the tornado before it came through a major portion of the city," Baron recalls. "The loss of life had a profound impact on me. I felt like I'd failed in my responsibilities."

In the storm's aftermath, Baron and his colleagues realized that their weather tracking tools were inadequate. Armed with resourcefulness and determination, Baron made a decision: he would make it his mission to develop new storm-tracking tools to safeguard as many people as possible in the future.



BORN TO BROADCAST

Baron discovered broadcasting as a junior in high school when he landed a job at a local radio station. "It really became a passion for me," he says. "I spent the next few years as a disc jockey on a number of radio stations throughout the South, ending up in Knoxville in 1964."

He signed up for marketing and communications courses at the University of Tennessee, Knoxville, and participated in the first SEC marketing competition in 1967 under the supervision of his professor, Herb Howard. "It was a marvelous experience in defining and growing a product," Baron remembers. "Thanks to Herb, I eventually carried those skills into my own business years later." Meanwhile, Baron met his wife, Phylis, and by the time he graduated, the couple was expecting their first child. When Bob received a job offer from a radio station in Shreveport, Louisiana, they moved south.

In 1971, he became program director at WKGN in Knoxville. "At the time, it was a rock 'n' roll radio station and there was a pretty good battle going between us and WNOX," he says. "I loved that kind of competition among the stations and the disc jockeys for the best ratings." Bob's approach to work combined a drive to succeed with a genuine love for people and a strong sense of fun. He enjoyed participating in publicity stunts, including the first dance on UT's campus where partners were

matched by computer. "It was a dismal failure," he says, laughing.

Bob took a position as group program director for two Huntsville radio properties in 1975, moving the family again. In 1978, the local television affiliate station asked him to start doing weekend weather reports. He had recently gotten his pilot's license and taken some aviation weather courses. The morning after his first on-air appearance, a stranger recognized him. "I thought I had the job I wanted working behind the scenes as a program director, but that experience made me realize how much I loved connecting with the audience," Bob says. "I was hooked on television."

MISSION TO FORECAST

After several months, Bob transitioned from radio management to full-time television meteorologist. His interest in weather grew as he enrolled in forecasting courses and pursued professional membership in the American Meteorological Society. By the time the F-4 tornado ripped through Huntsville in 1989, Bob had been forecasting and reporting the weather for more than a decade.

"That event hit me hard," he says. "In its aftermath, we analyzed the data and realized we needed to be able to detect a significant weather event and disseminate specific information about it to those in harm's way so they could take immediate, appropriate action. This whole process of detection, dissemination, and response has to occur within 10 minutes or you start losing lives."

Almost immediately, Bob began pursuing his new mission: to develop precise forecasting technology that could save lives in the midst of future tornadoes. He and Phylis started a company, Baron Services, Inc., in their house. "The dining room filled with computers, our home office became the sales department, and since our daughter was away at college, her bedroom served as product development," says Phylis. A year later, she tripped over a computer while walking through the dining room. "I realized it was time to rent office space."

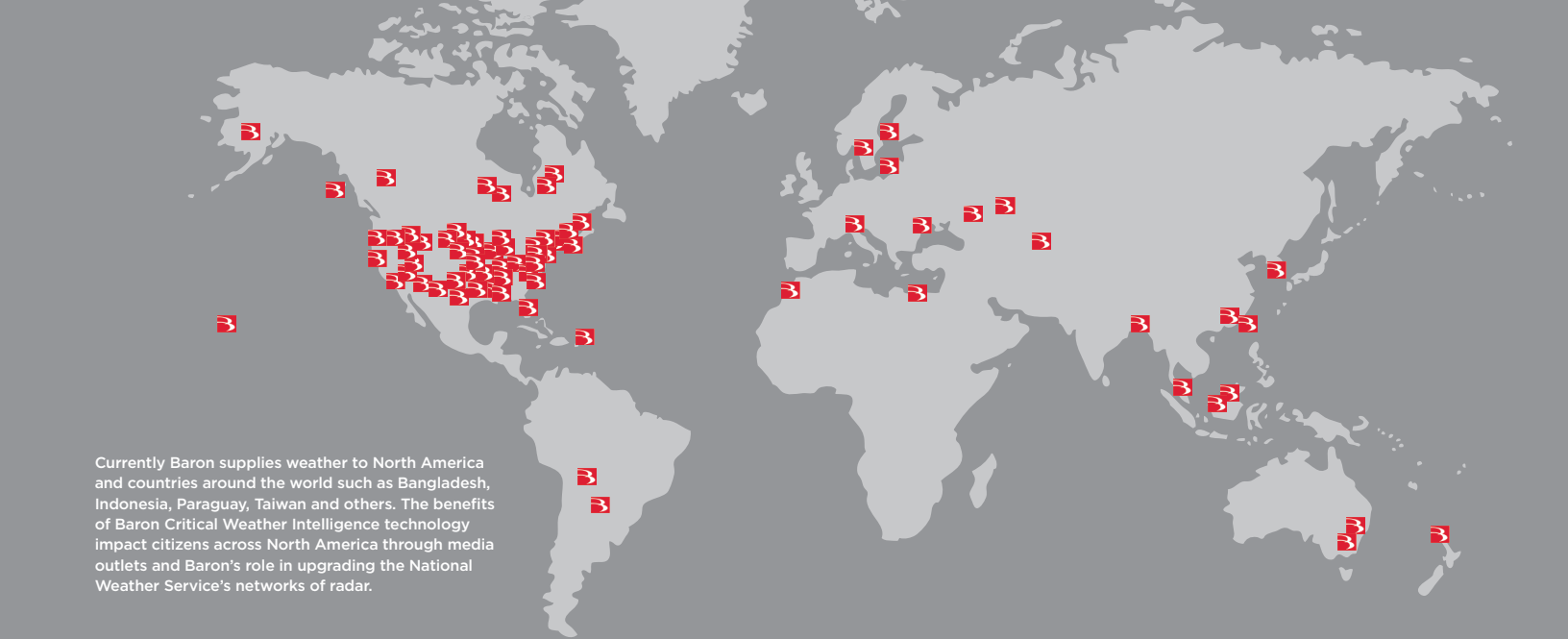
Bob continued to work full-time at the television station for the next five years. "At that point, we had two kids in college and were trying to support this fledgling company," Phylis says. "It took a lot of effort to keep it all going."



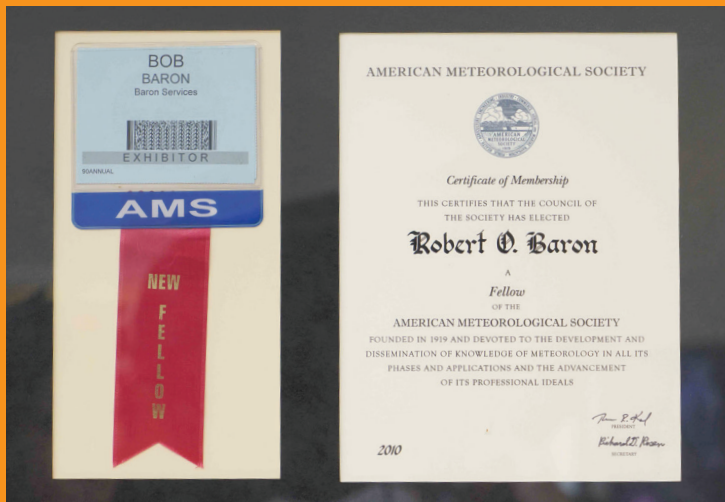
Opposite page: Knoxville, 1965; Graduation, 1968 (Bob, Phylis, with Bob Jr. on the way). This page (top to bottom): With *Good Morning, America* weatherman John Coleman at the start of Baron's broadcast weather career, 1979; Bob with Willard Scott at the Huntsville Space and Rocket Center in 1989; grand opening of Baron's current facility, 1998; Bob and Phylis pictured with son Bob Jr., and daughter Beth in 1995.

In 1993, the company went commercial and started selling the storm tracker units they had developed. The product, FasTrac, allowed meteorologists to zoom in on a dangerous storm and track its direction and speed, highlighting communities in its path so viewers would know when to take cover.

"That first year, we had six stations as our clients, including WBIR in Knoxville," says Bob. "The second year, we went from six to 20 clients, then to 60, and it doubled again the next year." By the mid-1990s, Bob had left broadcasting to devote his full energy to the company, which continued to grow.



Currently Baron supplies weather to North America and countries around the world such as Bangladesh, Indonesia, Paraguay, Taiwan and others. The benefits of Baron Critical Weather Intelligence technology impact citizens across North America through media outlets and Baron's role in upgrading the National Weather Service's networks of radar.



STORM TRACKING SUCCESS

FasTrack required LIVE digital radar, which only a fraction of television stations had at the time, and the company quickly outgrew its market. “We were forced into the radar market,” says Bob. “Around 1995, we decided to go ahead and start building our own.” Over the years, the breadth of Baron’s service for television stations has continued to expand. “We developed VIPIR, an analysis tool that gives meteorologists instant identification of potentially dangerous storms in 3-D,” Bob says. “And we were one of the first companies to work with what’s called dual polarity radar, which sends out both horizontal and vertical signals, allowing meteorologists to see the shape and size of precipitation in the air.”

Today, Baron Critical Weather Intelligence represents more than 90 percent of weather radar systems in the United States and is expanding that reach abroad. The company has developed XM WX weather systems for aircraft, ships, and emergency medical units using satellite radio technology. “Within a couple of years, it was an incredible success,” he says. “It was a needed product, and we were credited with saving lives when the accident rate for aircraft went down.”

In 2011, Huntsville experienced another tornado outbreak. “We had four F-4s on the ground at the same time,” Bob says. “It became the worst super outbreak we’ve ever seen, but we were prepared. It did my heart good to see the progress we’d made in the previous 20 years.”

Following the 2011 storms, Baron developed an app that could deliver instant weather warnings to mobile phones. “We then donated our SaFTNet automated app to all state residents, as well as systems to emergency management offices in all 67 counties in Alabama,” says Bob. “They literally can draw a circle around an area and send an additional warning to those inside it.” Since its inception in 2012, the weather app has delivered approximately 33 million alerts to Alabamans in the path of dangerous weather.

Today, Baron Critical Weather Intelligence represents more than 90 percent of weather radar systems in the US, a reach that is now expanding abroad.

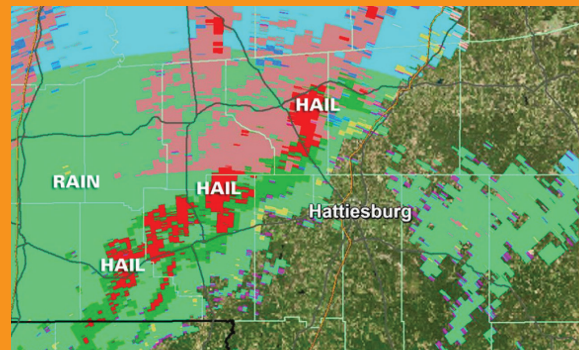
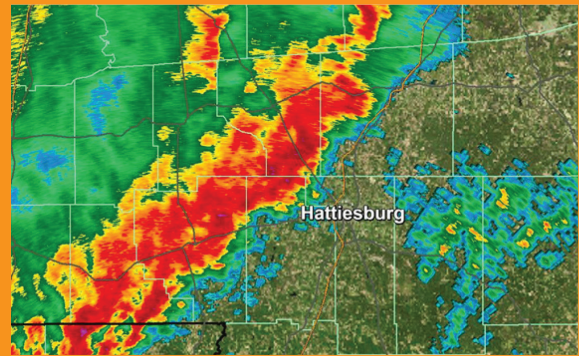
Longtime friend Bill Barger attributes Bob's success in business to his determination. "He's able to set his sights on something only he sees and follow it until it becomes successful."

Donna Davis, a family friend, agrees. "After the '89 tornado, it became his passion to never let anyone die again because they didn't know to get to safety," she says. "He made that his focus and surrounded himself with smart people who could make it happen. He has a phenomenal amount of energy and a wonderful wife who could step into the business and really support him and his ideas, even when it was hard."

Another family member, Bob Jr., stepped into the business 28 years ago and has been working with his father ever since.

Despite the company's phenomenal success, Bob and Phylis draw the most satisfaction from hearing about tragedies averted. "Those stories touch all of us," says Bob. "Knowing that we've saved lives is the best return for all our work."

This year, Bob established what he sees as a legacy project, the Baron Critical Weather Institute. A not-for-profit organization, the institute will provide world-class weather sensor instrumentation to the Tennessee Valley and the state of Alabama and create a hands-on exhibit at the US Space & Rocket Center in Huntsville to educate the public about weather forecasting technologies. "The institute's goal is to make our region a hub for transportation and weather research and development," Bob says. "With its diverse climate and topography, I believe this is the perfect place for it." ■



A comparison image depicting NEXRAD Level II Reflectivity (top) and corresponding Hydrometeor Classification data (bottom), both from the same scan. Hydrometeor Classification enables instant identification of the various precipitation types impacting a given area; here, very high reflectivity levels have been revealed as hail, not merely heavy rain. (Images and description from Baron's white paper *Implementation and Retrofitting of Dual-Polarization Radar Technology*.)

DUAL POLARITY RADAR

Traditional radar sends out pulses of horizontally polarized electromagnetic wave fields, which make contact with atmospheric particles such as snow, sleet, or rain. The signals bounce off the particles and return to their source, where a computer analyzes the results. Basic radar only reveals the horizontal dimension of the particles, failing to give meteorologists a full picture of what's in the atmosphere.

Dual polarity radar sends out both vertical and horizontal signals, creating a two-dimensional picture of the particles. "By alternating the signals and getting both a horizontal and vertical return, you can start seeing the shape of the objects in the air," Bob explains. "We were one of the first companies to work with this type of radar." Additionally, research has shown dual-polarization has promising implications in detecting tornadic debris ball signatures, a clear indication of a tornado on the ground.

Opposite page: Baron has received many commendations over the course of his career, but for him, nothing has matched the honor of being made a Fellow of the American Meteorological Society. His certificate is framed and hung in a place of honor above his desk, just beside the window which affords him a daily view of the US Space & Rocket Center and its Saturn V rocket; Bob, in his Network Operations Center, always enjoys talking shop. The ops center is staffed with Customer Service Meteorologists and is a mission critical box within a box—designed to separate from the main building if needed with redundant air, uninterruptible power supply, and generator.

THEATRE DISTRICT

↑ Tennessee Theatre

↑ E. Tennessee History Center

↑ Movie Theatre

↑ Market Square

← LM Public Library

Transit Center →

Civic Coliseum & Auditorium →



A group of five professionals, three men and two women, are walking towards the camera on a city street. They are all smiling and waving. The man on the far left is wearing a dark blue suit and a striped tie. The man in the center is wearing a light gray plaid suit and an orange polka-dot tie. The man on the right is wearing a dark suit and a striped tie. The woman on the far right is wearing a black blazer over a patterned top and black pants. The woman on the far left is wearing a black top and a patterned skirt. In the background, there is a tall green sign that says 'TENNESSEE' vertically. The street is lined with brick buildings and there are street lamps. The sky is clear and blue.

Tapping Tennessee Talent

The Impact of 21st Mortgage



When Tim Williams (HCB, '93) and Rich Ray (HCB, '61) founded 21st Mortgage in 1995, they were looking for talented young college graduates to add to their team. They found them at the University of Tennessee, Knoxville. A financial institution focused on providing manufactured home loans, 21st Mortgage has grown exponentially over the past two decades, servicing \$7.5 billion in loans and more than 170,000 customers across the United States. Now owned by Berkshire Hathaway, the company is the largest inventory finance lender and the largest mortgage lender serving the manufactured housing industry, providing financing for more than 22 percent of all new manufactured homes built nationwide. In the past 10 years, 21st Mortgage has employed 488 UT grads, 135 of those from the Haslam College of Business.

Birth of a Company

Tim Williams had spent 21 years with Clayton Homes when Rich Ray, a former Clayton colleague who retired in 1993, approached him about creating a mortgage company. Williams said yes. He held an executive position at Clayton's mortgage company, Vanderbilt Mortgage, and felt both excited and disappointed about leaving, but the prospect of becoming his own boss made the venture attractive.

The morning after his resignation, Williams received a phone call from Jim Clayton. "He asked what Rich and I were planning," he says. "When I told him, he said, 'Whatever you do, I want to be part of it.'"

Williams and Ray cut a piece of the deal and sold 25 percent of the business to Clayton Homes in

exchange for an agreement that Clayton and Vanderbilt Mortgage would help them with asset-backed securities. "That supplied a piece of the puzzle," Williams says. "Their support allowed us to grow without as much risk."

To get 21st Mortgage off the ground, Williams and Ray needed to start a team, but they had a problem: they needed people with manufactured housing lending experience, and the only place in town to find them was at Vanderbilt Mortgage. Determined to build an independent company, they decided to find smart young people and train them.

The pair made the move to actively recruit recent college graduates. "That was the best decision we ever made," says Williams. "We hire from all universities in the area, but the University of Tennessee is, by far, our number one source of talent."

Valuable Preparation

Ray and Williams were no strangers to the university. Both are graduates of Haslam's accounting program and place a high value on the training they received as students. Ray took a position with Arthur Andersen in Chicago after he finished college in the early 1960s, and Williams entered the accounting program while working at Clayton Homes. "Jim Clayton was a strong mentoring influence for me," Williams says. "He put an emphasis on education, and he said if I'd go and make a B or better, he'd pay for it."

Williams threw his effort into college and his role at the mortgage company. By the time he graduated, he was president of Vanderbilt Mortgage. While he never became a CPA, his education provided an essential foundation for what lay ahead. "To run a business, you've got to understand debits, credits, value ratios, and other accounting

principles," Williams says. "I continue to use my degree every day."

Ray and Williams leveraged the full measure of their education, experience, and determination as they launched 21st Mortgage at a difficult moment in the financial sphere. What was once a competitive market began to show cracks during the mortgage meltdown in 1997. "The writing was on the wall that the ability to do asset backed securities was changing," Williams says. "By 2000, the largest company in our industry was in serious trouble."

Predictive modeling, which Williams first encountered in a Haslam statistics course, helped the company survive the downturn. By 1998, they were looking at the market from a different point of view based on data they had collected to predict

loan performance. Relying on those insights, the company drastically downsized from \$25 million of business per month to \$7 million, but that \$7 million was extremely profitable business. 21st Mortgage still relies heavily on predictive data to detect the pulse of the industry and plan accordingly.

When the economy stabilized, 21st Mortgage stood almost alone as a lender in the manufactured housing sector. "There were probably 50 active lenders prior to the meltdown, and they're nearly all gone," says Ray. "They couldn't figure out how to be profitable at this business."



Opposite: Tim Williams and Rich Ray outside their offices in Downtown Knoxville; Above: Catherine Ladd (Haslam '05) has been with 21st Mortgage for seven-and-a-half years and serves as a mentor to Megan Layland (College of Education, Health, and Human Sciences '15) who has been with 21st Mortgage for three years. Below: Eric Watts (Haslam, '04) holds a training session for new hires.



Above: tnAchieves informational session at South Doyle High School. Tim and Rich have provided the program with essential funding for a decade, are current board members, and have volunteered as mentors to students since the organization launched as knoxAchieves in 2008. As mentors they encourage and guide students through the post-secondary process.

Prioritizing Professional Development

Hiring sharp college graduates and utilizing predictive data modeling gave 21st Mortgage an early edge over competitors, but the founders say investing in people is key to their success. “In our hiring process, we look for candidates who are promotable,” says Ray. “With compliance and regulatory issues today, we have to have very formalized training, but we’ve made it a priority since day one.”

New hires at 21st Mortgage usually start out as financial counselors, the company’s entry-level position. They receive at least 30 days of training before talking to a customer, which includes role playing and reviewing procedures and guidelines. They also shadow team members for a few weeks.

Portfolio manager Eric Watts (HCB, ’03) joined 21st Mortgage as a financial counselor the year after he graduated from Haslam with a degree in finance. He rose quickly through the ranks and uncovered a passion for management. “Along the way, I’ve found outlets for things I love such as teaching, hiring,

and mentoring,” he says. “Being able to help new team members find their footing keeps me engaged and excited about coming to work.”

The company also prioritizes follow up, says legal and bankruptcy department manager Troy Suggs (A&S, ’01). “One of our trainers will go sit with them a few times a week and ask questions like, ‘What are you struggling with? What are some positive things that have happened for you this week?’” The professional development continues for team members through-out their careers, with monthly meetings on trends and new key points to consider.

Since its early days, 21st Mortgage has remained connected to the university and to the Knoxville community. “Having a company with deep ties to UT definitely benefits the community,” says staff attorney and associate compliance officer Cara Howe (A&S, ’05 and ’07). “It allows graduates to build a career at one company and stay here.”

Williams and Ray also made an early commitment to invest in downtown, long before it was a popular area. Today, more than 700 team members work at the company’s headquarters on Market Street.

A few years ago, 21st Mortgage began providing opportunities for employees to get out of the office to do volunteer work. “We encourage all our team members to stay involved in the community,” Williams explains. “Our work force is pretty young, but we love seeing them give back to the extent that they can.”

Ultimately, 21st Mortgage seeks to serve team members, whether or not they stay long-term. For many recruits, it’s their first job after college graduation, and some will ultimately choose a different career path. “Even if they only stay a year, they’ll receive a continuing education from us,” says Williams. “We believe they will benefit from the experience.”

Land home director Lindsay Moore (A&S, ’06), who studied international business and planned to leave Knoxville after graduation, says 21st Mortgage’s positive company culture has kept her in the area. “It’s the best company to work for,” she says. “They have always supported me, encouraged me, and given me new challenges and opportunities to grow.” ■

Volunteer Values



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

STUDENT NEWS



Madeline Rogero, mayor of Knoxville, spoke to an all-female crowd of 30 students, staff, and faculty members as part of Haslam's chapter of the National Association of Women MBAs' Ladies Leading in Business speaker series.

GRADUATE AND EXECUTIVE EDUCATION

Atish Jaiswal, a current MBA student, was featured in The VITAL Physician Executive's podcast about the top 10 reasons to pursue a business degree.

A team of MBA students composed of **Michelle Davis**, **Justin Matthews**, **Kate Kobza**, and **Ryan Stover**, placed second in the Deloitte Supply Chain Challenge.



COLLEGEWIDE

Nineteen students from the first **Integrated Business and Engineering Program** cohort attended a meet and greet with several of the program's benefactors including Ralph Heath, Bill Eversole, and Jerry Henry.



A group of **30 Haslam students** met with the leadership of several companies during a trip to Atlanta. Nine students also attended the National Association of Black Accountants regional student conference.



Fifteen students attended a lunch and learn with **Randy Blue** (HCB, '85) of Community Health Systems in Franklin, Tennessee, on Business in Healthcare.

Tucker McLain, **Abbey Rozanski**, and **Chuck Sharrett** won first place at the second annual SEC Tax Case Competition. **Alice Begovich**, **Tori Conklin**, and **Deanna McAllister** placed third in the competition.

Maria Castañón Moats, PwC's vice chairman and **United States assurance leader**, shared her insight with students during a guest speaking engagement.

ACCOUNTING & INFORMATION MANAGEMENT



MATT TOWSLEY Building a Dream(Liner)

Growing up in Oregon, Matt Towsley gazed out his car window at the massive Boeing complex. “Everybody has somewhat of an infatuation with rockets and airplanes,” says Towsley, superintendent of facilities and asset management at Boeing South Carolina in Charleston. “When I got the opportunity to be a part of something so alluring, I couldn’t pass it up.”

Towsley, though, took a winding path to the aerospace industry with stops in manufacturing and maintenance. He started his academic career as a marketing major and basketball player at Montana State University. After graduation, he worked in Canada for a year before joining Terex (Genie), a construction equipment manufacturer, as a maintenance manager in Redmond, Washington. “Being very lean-minded, I deployed new practices in maintenance and made significant improvements in

cost,” he says. “I made a name for myself as a culture change leader.”

In 2010, Genie sent Towsley to recover their plant in Fort Mill, South Carolina, which was in danger of closure. With the implementation of a lean management system, he was able to double the plant’s capacity and achieve profitability. After four successful years, Towsley was ready for a new challenge. “My wife and I had always wanted to live in Charleston, so I joined Eaton Aerospace, managing the site that makes power control pieces such as hydraulics, landing gear, and other internal components.” Towsley applied his diverse skills to lower costs, increase production rates, and take the company from low 60’s to 98 percent on-time delivery.

Nearly two years later, a job posting from Boeing caught his eye. “I read it and thought, this is me to a T,” he said. “I applied and really liked the leader who interviewed me.” *continued on the next page*



Students in Delta Sigma Pi organized and executed the college's first **Student Leadership Conference**. The one-day conference featured speakers from 10 companies and was attended by approximately 70 students.

Students from one of **Russell Crook's classes** met marketing president, Dave Miller; senior vice president, Tiffany Gardner; and executive vice president, Jim Atchley; of First Tennessee Bank during a class tour.



Boeing hired Towsley in 2016 as senior manager at Boeing South Carolina, where he oversees equipment maintenance in the manufacture of the 787 Dreamliner. Recently, he was promoted to an enterprise-wide superintendent maintenance role. "My new role is to facilitate step level improvements in efficiencies and cost savings across the enterprise," he says. "We'll deploy pilot programs at Boeing South Carolina first, then spread them to our other sites." He's also involved in leading human capital resource development.

Currently, Towsley is a student in Haslam's Aerospace and Defense Executive MBA program. "I found the program extremely appealing because I wanted to learn about the whole industry, not just earn an MBA," he says. "I'm enjoying the chance to gain insight from my peers and industry experts, learning about different leadership styles, and capturing the big picture of aerospace." ■

ANDERSON CENTER FOR ENTREPRENEURSHIP & INNOVATION



A time-saving surgical tool created by UT graduate student Lia Winter took home the top prize at the **Anderson Center's Vol Court Pitch Competition** in a field of a record 23 competitors. Second-place winner Matthew Young pitched his technology-enabled mirror business, Smart Mirrors. Third place went to Quantum Lock, a technology that enhances the security of smart lock technology in private homes.



Lia Winter's EasyWhip, a surgical tool, and **Ryan Cunningham's** Campus Car, a ridesharing company, were selected from a group of eight student-business finalists and awarded a total of \$25,000 in the fall 2017 **Boyd Venture Challenge**.



Grow Bioplastics, a startup by University of Tennessee, Knoxville, students Tony Bova and Jeff Beegle, received a \$225,000 National Science Foundation (NSF) Small Business Innovation Research (SBIR) grant. The award will fund research and development work on lignin-biomass-based biodegradable plastics for agricultural applications, specifically plastic mulches.



In **With the Old**, a startup by student **Baker Donahue**, was named a semifinalist in the national Student Startup Madness (SSM) competition. The social media-based clothing retailer was selected from more than 200 startups from universities nationwide.

Top to bottom: Anderson Center's Vol Court Pitch winners; Ryan Cunningham and Lia Winter; Grow Bioplastics' Tony Bova and Jeff Beegle; Baker Donahue.

FINANCE

A group of students in Haslam's Financial Management group met Warren Buffet, one of the world's best financial minds.



VENTURE LLC & JUNIOR ACHIEVEMENT Bringing Business Skills to School

This spring, freshmen Yuxin (Andrea) Guo and Robert Kaste shared their interest in business with a group of kindergartners at East Knox Elementary School. Guo and Kaste are volunteers with Junior Achievement of East Tennessee and members of Venture, a living-learning community at the Haslam College of Business. The pair traveled to the school to teach five weekly lessons on early money skills.

“It’s one of the most rewarding service experiences we’ll ever have because in a lot of ways, we’re the highlight of the day for these kids,” says Kaste. “At the same time, we’re teaching

them valuable skills that they’ll use in the future, and that’s very satisfying.”

Venture is an optional community for business students, creating built-in support and friendships. “We’re open to any student in the college granted that they’re first-time freshmen,” says Brian Francis, Venture director and assistant director in undergraduate programs. “This year, we have about 40 participants. They all live on the same floor in the same residence hall and take three classes in the fall and three in the spring together.”



One of Venture's goals is to encourage awareness of community needs and service. "One of the spring classes is our service learning class," Francis says. "We take time to define service leadership and talk about why it's such an effective way of leading, hitting on some of the human components of business."

The course emphasizes the impact students can make on a community. "We want them to understand that their service matters, whether as an individual or part of a company," Francis says. "It's a side of business that doesn't always get recognition but is very important."

Each student has a chance to apply those principles outside the classroom by participating in 20 hours of service with one of Venture's community partners.

Community Connections

Since its inception a decade ago, Venture has worked with a range of campus and community organizations, including the University of Tennessee Cancer Institute, the Salvation Army, UT Recycles, and the Community Action Center. This year, their community partners are the Humane Society of the Tennessee Valley and Junior Achievement of East Tennessee. "One of Junior Achievement's goals is to educate elementary and intermediate students about basic business practices, specifically financial literacy," says Venture co-director Marg Basehart. "Several of our Venture students participated in Junior Achievement when they were in elementary school, and chose to volunteer this year because of that past experience."

For the Junior Achievement project, Venture students are put in pairs and connected with an area elementary school class. Then it's up to them to coordinate lesson times with the teacher, prepare the lessons, and teach the classes. "Junior Achievement gives us kits with comprehensive lesson plans and supplies, but the students still need to do some work ahead of time to prepare," Basehart says. "Each kit contains five lessons geared toward a particular grade level, from kindergarten to sixth grade." Near the end of the semester, Venture students give presentations in the service learning class on what they've gleaned from their experiences.



Opposite: Following a story about volunteering, Robert Kaste hands out classwork to Ms. Brown's Kindergarten class at East Knox County Elementary School. Above: Yuxin (Andrea) Guo helps students with a sequencing cut-and-paste activity.

Positive Impacts

Whether through volunteering with Junior Achievement or another community partner, Venture students are expanding their vision of service. "When they arrive, they often think community service means building something or going to another country," Basehart says. "Instead, we want them to see that every community has a range of needs, and there are many ways to serve."

Connecting Haslam students to community needs makes a positive impact on both sides. A freshman in supply chain management, Kaste chose to serve with Junior Achievement because he already enjoyed working with kids as a swim instructor. "I figured this was right up my alley," he says, and he was right. "I love working with kindergartners. You can get them excited about just about anything."

Kaste finds the experience rewarding. "I feel like I'm making a difference in each kid's life, not just with the skills we're teaching them, but by providing a positive role model," he says. He's inspired to keep giving back by working with Junior Achievement in the future. "I want to expand my service efforts on campus," Kaste says. "I believe it's important to pay it forward to a community that's given so much to me, academically and socially."

An international student from China, Guo also chose to partner with Junior Achievement because of past experience working with children at her church. She appreciates the professional development she's gaining. "Teaching improves my public speaking and communication skills," she says. "It's a challenging, transforming experience." ■

KAITLYN HANSEN A Global Perspective

From yoga to international travel, Kaitlyn Hansen's interests are all over the map. "Variety is essential in whatever I do," she says. "I love new experiences."

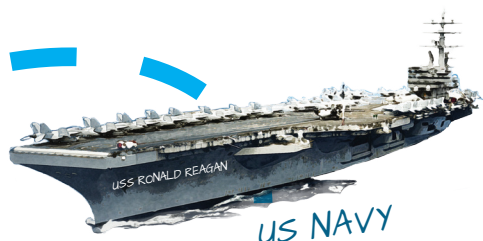
A senior in business marketing with an entrepreneurship collateral, Hansen graduates this summer after two years at the Haslam College of Business. She grew up in Knoxville and joined the United States Navy after high school, serving one term aboard the USS Ronald Reagan. "I was the helmsman," she says, "which means I drove the ship." As she traversed the world, Hansen developed a love for exploring, finding her experiences with different cultures eye opening. "It made me realize I didn't want to just live and build a business inside the US."

When her time in the Navy ended, Hansen enrolled at a local college in San Diego to study business administration and management. Eager to pursue a bachelor's degree, Hansen was accepted to several universities, but chose the University of Tennessee, Knoxville. "I have family here, the cost of living is so much better, and I've always loved UT," she says. "When I was young, it was my big dream to play basketball for the Lady Vols."

Hansen didn't join the basketball team, but she quickly jumped into the game at Haslam. This spring, she participated in a professional sales competition, served as vice president of the American Marketing Association's local chapter, and received several awards and scholarships. In her free time, she stays involved with campus veterans' groups and volunteers at local nonprofits including The Love Kitchen and Legacy Housing Foundation.

In May, she traveled to Ireland to participate in a capstone study abroad opportunity. "After I'm done, I'll continue traveling through Europe until the end of July," she says. "I'll meet up with friends along the way and explore the United Kingdom and continental Europe."

When she returns, Hansen plans to pursue a business-to-business sales position. She feels the fast-paced environment and face time with customers will suit her well. Her future goals include opening a yoga studio, working with nonprofits, and staying involved in the community. "I definitely want to keep giving back," she says. "That is something I'll continue to do no matter where my journey takes me." ■



US NAVY



SAN DIEGO



KNOXVILLE



UNITED KINGDOM



EUROPE



Students hosted the eighth annual **Barefoot Benefit**, a 5K footrace and 1K fun run raising funds for Samaritan Place, on October 15.

Ten **students** visited one of **Tractor Supply Co.'s** warehouses to gain first-hand insight into supply chain management.

Eleven **students** achieved **Level One SCPPro certification** from the Council of Supply Chain Management Professionals (CSCMP).

MARKETING & SUPPLY CHAIN MANAGEMENT



More than 20 **students** traveled to **Argentina and Uruguay** to study international business with Kelly Hewett over spring break.



Twelve Haslam students took part in the college's first professional sales competition. Students **Wiley Stidham, Madison Barton, Will Carter, and Haley Anderson** went on to represent Haslam at Florida State University's Inter-collegiate Sales Competition for the first time in 14 years.



Selin Anitsal won Best in Consumer Behavior Marketing Research Track from the Atlantic Marketing Association for her research entitled, "A Sentiment Analysis of Air Passengers of Top Ten U.S. Based Airlines."

Students raised more than \$17,000 to support safe drinking water in India through the second Hands Across the Water walk on October 29. The event is a partnership with Procter & Gamble (P&G) and the Maharashtra Institute of Technology (MIT-SOM) in Pune, India.

BUSINESS ANALYTICS & STATISTICS



The **UT Sports Analytics Club** held its second annual Sports Analytics Conference. About 100 students attended a roundtable question and answer session with panelists from across the country and the athletics industry, including Hao Meng, director of basketball strategy and analytics for the NBA.

The Office of the Provost enlisted the help of undergraduate business analytics students Bryce Curtsinger and Tanner Martin and graduate student Brady Gail to find a segment of at-risk first generation freshmen that were previously not receiving adequate support.

Multiple students from the **Master of Science in Business Analytics** attended the MIT Sloan Sports Analytics Conference, gaining the opportunity to meet Shane Battier, NBA veteran and director of basketball analytics and development for the Miami Heat.



DEVELOPMENT & GIVING REPORT



THE DEAN'S CIRCLE

Members of the Dean's Circle support Haslam students, faculty, and programs through leadership-level annual giving to the College Fund. Cumulative gifts made each fiscal year of \$1,000 or more (\$500 for alumni who have graduated within the past 10 years) qualify for Dean's Circle membership and are recognized by plaques in the Haslam Business Building and invitations to special events throughout the year. Gifts to the College Fund impact all students, faculty, and programs at the college.

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SAVE THE DATES

AUGUST 8

AUGUST 23

SEPTEMBER 22

OCTOBER 20

NOVEMBER 9

Haslam Alumni Reception in Charlotte,
hosted by Martin and Carol Robinson
Haslam Alumni Reception in Nashville
hosted by Rob and Jennie McCabe
Haslam Tailgate (vs. Florida)
Haslam Tailgate (vs. Alabama)
10th Annual Alumni Awards Gala



Samuel H. & Linda G. Taylor
 Joe P. & Sheryl S. Teague
 Joe Thomas
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 Neal & Cathy Townsend
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 Normand D. Turgeon
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\$25K+ LIFETIME DONORS

Donors who have given more than \$25,000 over their lifetimes have made a dedicated effort to continually and positively impact the Haslam College of Business. This level of lifetime giving shows a belief in the values and work of the college and its commitment to education and research. Those whose philanthropy rises to this level have made a transformational impact on the college's students, faculty, and programs.

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 and Statistics

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**since October 23, 2017*



WATCH THE HASLAM eNEWSLETTER, WEBSITE, AND SOCIAL MEDIA FOR DETAILS AND ADDITIONAL ALUMNI EVENTS COMING THROUGHOUT 2018.

Big Orange, Big Impact

You hear and see the impact in snippets of stories repeated:

A first-generation student who is able to come back for her sophomore year thanks to a donor-funded scholarship

A devoted faculty member who retires and is honored with an endowment in his name

A group of students proudly holding up a Haslam banner during a semester studying abroad.

Philanthropy connects our donors to the university and to the Haslam College of Business in myriad ways. While some may be small, others become long-term visions that help us to transform the lives of our students, our facilities, our faculty, and our research output. As our May 2018 undergraduate commencement speaker and honorary doctorate recipient, Scott Niswonger, said to students eagerly awaiting climbing the stage, “Remember—giving is what we will do for those will follow. When Mr. Haslam put his name to the business school, it wasn’t for him. It was for each of you.”

That connectivity to purpose, to seeing a need or having one brought before you, and stepping in to make the difference, defines the spirit of the Volunteer community. All of those who support the University of Tennessee, Knoxville, from students giving their first dollars during the Senior Impact campaign, to companies supporting students who will become their employees and the drivers of their businesses, are part of the circle of impact.

We thank you for everything that you do each year to support the growth and shaping of young minds. We thank you for your contributions that allow our faculty members to interact with industry and create work that touches our world and betters the circle of business. We appreciate your dedication to providing Haslam with the tools and experiences necessary to ensure that we remain competitive in an ever-changing world.

Thank you for being a part of the Haslam College of Business and part of our circle of impact. ■

Be proud. Be involved. Be invested.

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**In 2017 because of you,
our community of alumni
and friends...**

4,379

ALUMNI AND FRIENDS GAVE

\$13.3M

CASH WAS RECEIVED

6,381

TOTAL GIFTS WERE MADE

\$24.23M

WAS RAISED

4,608

GIFTS WERE UNDER \$100

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Your gifts directly
benefited so many students...

23%
(1,128) STUDENTS
STUDIED ABROAD

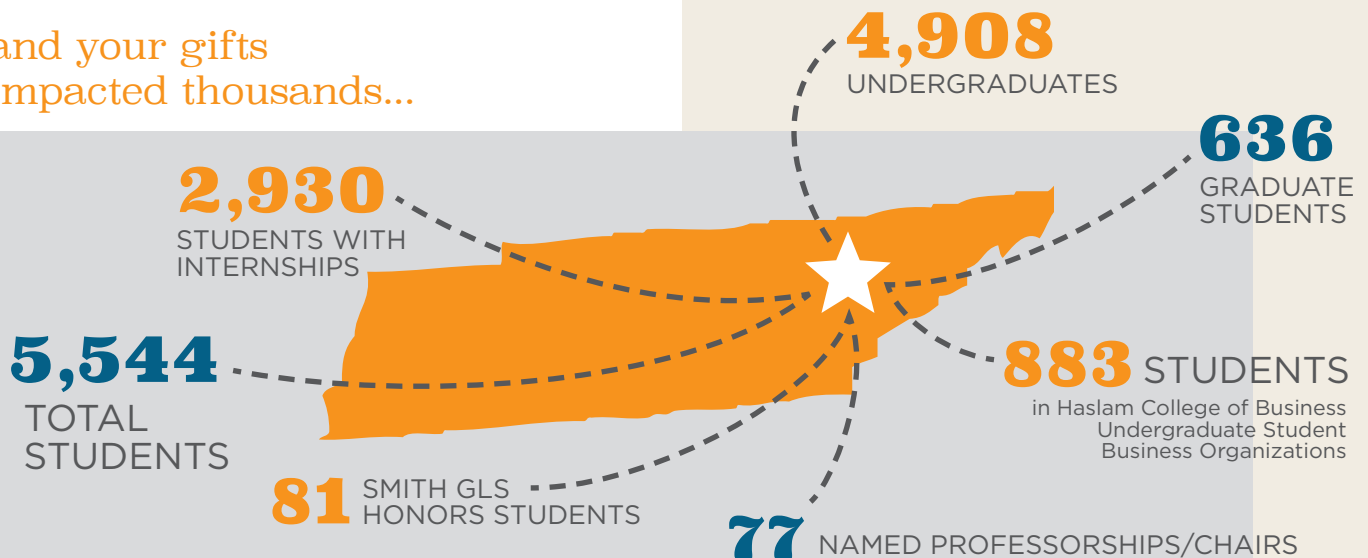
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WAS AWARDED
AS SCHOLARSHIPS
(UP FROM \$1.05M
FIVE YEARS AGO)

And here's what your
example inspired...

65%
OF SENIORS
PARTICIPATED IN
SENIOR IMPACT

99%
OF FACULTY/STAFF
PARTICIPATED IN
THE BIG ORANGE
FAMILY CAMPAIGN

and your gifts
impacted thousands...





HASLAM CONNECTS CULTIVATES UNITY AND PRIDE

The Haslam Connects program was created two years ago as part of the college's ongoing efforts to connect employers with Haslam students and instill a sense of unity and pride among them. There are six opportunities per academic year for students to engage with Haslam faculty and staff through events and giveaways hosted by Haslam Connects corporate partners. This year, the program was made possible by Eastman, PYA, and 21st Mortgage.

The events are timed to coincide with the academic calendar and provide a welcome reprieve for students during their busiest times of the semester. Each giveaway offers Haslam-branded items provided through the generous support of corporate partners while introducing more than 5,000 students to those companies.

"Our students appreciate the items we offer them during what might otherwise be somewhat stressful times of the school year," said Seth Reagan, executive director of development at Haslam. "It is a reminder that the college values them, both as students and as the alumni they will become, and wants them to feel connected to the college. For our corporate partners, it's a chance to engage with our students in a way that is mutually beneficial."

In January, Haslam Connects, together with sponsors Eastman Chemical Company, PYA & 21st Mortgage, offered coffee, hot chocolate, and Chick-fil-a breakfast items to students returning from the winter break. In March, spring break-bound students snapped up croakies and cell phone-powered fans. More than 1,000 servings of Cruze Farm ice cream were handed out during a late April Haslam Connects event. ■

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 David G. & Laura S. Sexton
 Eugene & Elizabeth Seymour
 Donald & Gay Sharp
 Jim R. & Billie M. Shelby
 Shell Oil Company Foundation
 Howard W. & Barbara Sherrod Jr.
 Stewart G. & Ann Siewert
 Barrett V. & Betsy K. Simonis
 Taylor & Jean Simonton
 A. Dean & Ann H. Skadberg Sr.
 Sarah Ellen Skinner
 Robert C. Sledd
 Greg & Lisa Smith
 James F. & Mimi Smith Jr.
 Orville & Clarice Smith
 Randall & Jennifer Smith
 Richard & Ann Smith
 Smithfield Foods
 David M. Snapp
 South Carolina Ports Authority
 SouthEast Bank
 Springs Global US Inc.
 David & Beverly Stacey III
 Stage Stores
 Andrew & Emily Stallings
 Douglas L. Standifer
 Benjamin K. & Christy L. Stanga
 Keith G. & Josie B. Stanga
 State Farm Mutual Auto
 Insurance Co
 Steelwedge Inc.
 C. Lee Steinhouse III
 David & Deborah Stevens
 John E. Stokely
 William B. & Kay H. Stokely III
 William B. Stokely Jr. Foundation
 Arthur B. Stowers
 Michael T. Strickland
 Joseph & Mary Sullivan III
 Sun Coke Energy
 SunTrust Bank East Tennessee
 SunTrust Foundation
 Michael & Rebecca Sutton Sr.
 Target Corporation
 R. Marshall & Anne E. Taylor
 R. Andrew Taylor
 Sharon M. Taylor
 Tellabs Foundation

Telluray Foundation
 Tennessee Associates
 International Inc
 Tennessee Bankers Association
 Tennessee Farmers Cooperative
 Tennessee Transportation
 Logistics Foundation
 Tennessee Valley Authority
 Tennessee Valley Human
 Resource Association
 Terra Technology, LLC
 Tetra Recycling Inc.
 Thermo Fisher Scientific Inc.
 John R. Thomas
 Rebecca W. Thomas
 The Thompson Family
 Arthur A. & Hasseline
 Thompson Jr.
 Lucille Thompson
 Richard & Gayle Thompson
 TN Society of CPAs
 Knoxville Chapter
 Tractor Supply Company
 Tyco Electronics
 U Swot Consultants & Company
 Union Pacific Foundation
 Union Pacific Railroad
 United American Bank
 Urology Specialty Care PA
 UT Research Foundation
 VACO LLC
 William & Anita Vallett Jr.
 Arthur H. Van Buren
 William H. Vandergriff
 James & Connie Vavalides
 Frank & Jane Venable Jr.
 Mark L. & Lynn A. Venrick
 VF Services LLC
 Kate L. Vitasek
 Charles & Nancy Wagner III
 Walgreens
 Wal-Mart Foundation
 James W. & Candy P. Wansley
 James C. Ward III
 Watson Foundation Inc.
 William Way
 Michael R. & Tiffany A. West
 Whirlpool Corporation
 Whirlpool Foundation
 Alan R. Whitman
 William & Kay L. Whitman
 James & Linda Williams Jr.
 Jan R. & Elaine A. Williams
 Rod A. & Karen C. Williams
 Timothy W. Williams
 Williamson Dickie Manufacturing
 Company
 Mark A. & Wendy Willis
 Willis of Tennessee Inc.
 Kenneth L. & Shari Wills
 Alan & Wendy Wilson
 Ronald H. Wolf
 H. Pat & Brenda T. Wood
 Kimberly A. Wood
 WWL Vehicle Services Americas Inc.
 Lynn R. & Elizabeth Youngs
 Morgan M. & Kathryn Zook



Giving Back

Crunk and her husband, Tommy, who holds degrees from the College of Arts & Sciences and the College of Medicine at the University of Tennessee, Knoxville, have included Haslam in their estate plans as part of a large gift to the university. Their gift is split between several destinations, including the Haslam College of Business. "We've been very fortunate in our careers and want to give back," she says. "We both feel a responsibility to stay connected and help others."

To make a similar gift, contact the Office of Development at 865-974-6083.

LEADERS IN PHILANTHROPY

SUSAN CRUNK

Staying Connected

Susan Crunk (HCB, '80) thrives on connection. As a financial advisor, Crunk enjoys crunching numbers and evaluating investments, but interacting with clients is her favorite part of the job. "I've found my calling," she says. "There's nothing I love more than helping people meet their goals."

A first generation college student, Crunk came to the Haslam College of Business in the 1970s. "I found the whole experience challenging and eye-opening," she says. "I felt like I could be anything I wanted to be, and had a hard time picking a major." Crunk graduated in 1980 with a concentration in public administration and soon became an accounting manager for a major department store in the Nashville area. When the company was sold several years later, Crunk took a position as assistant controller for Service Merchandise in Nashville.

Along the way, she developed an interest in investing. "I subscribed to *Money* magazine when I was 24 and knew nothing about investing," she says. "Then I found a broker and started investing with almost no money. I loved learning about it and planning for myself."

After 13 years in retail accounting, Crunk contemplated a career change when coworkers and friends started coming to her for investment help. "I was giving advice on the side that I probably wasn't qualified to give," she says. "At that point, I thought, 'I could do this for a living.'"

Crunk went to her financial advisor and asked lots of questions about the field. Once she was certain, she interviewed with a few firms and joined what was then Prudential Securities. "It was quite a radical change because I had a very good, high paying job in retail accounting, and I started over at ground level," she says. Twenty-six years later, she doesn't regret making the switch. "I wanted

to do something I could enjoy for the rest of my life, and I've found it."

Crunk stayed with Prudential as it changed hands several times, eventually becoming part of Wells Fargo Advisors. "During that time

"SHE REALLY UNDERSTANDS AND VALUES THE IMPORTANCE OF ALUMNI AND THE ROLE WE PLAY IN THE LIFE OF THE UNIVERSITY."

—LEE PATOUILLET,
ASSOCIATE VICE CHANCELLOR
OF ALUMNI AFFAIRS

at Wells Fargo Advisors, I joined a team of advisors who are all University of Tennessee graduates, and we've been together for more than 10 years," she says. "Last year, we formed an independent practice, Williams Hunter Wealth Group aligned with Raymond James Financial Services."

Colleague Thomas Hunter describes Crunk as detailed, transparent, and an excellent listener. "She takes responsibility for the client's goals as if they were her own," he says. "There's a high level of authenticity in all her relationships, professional and personal."

For the past six years, Crunk has served on the UT Knoxville Alumni Board of Directors and will become the board's president this summer. "She really understands and values the importance of alumni and the role they play in the life of the university," says Lee Patouillet, associate vice chancellor of alumni affairs. "It's a joy to work with her." ■

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University of Texas Southwestern Medical Center Hospitals

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Detroit Health Department

American Heart Association

The Eastern Band of Cherokee Indians

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International Journal of Pediatrics and Adolescent Medicine

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BETTYE B. LEWIS CAREER CENTER

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BIRMGHAM CITY COMMUNITY HOSPITAL

McCormick

Marshall University

Women's Specialty Care at the University of Tennessee Medical Center

INTEGRATED BUSINESS AND ENGINEERING PROGRAM AT THE UNIVERSITY OF TENNESSEE, KNOXVILLE

REV GROUP, INC.

GE Healthcare

Children's Hospital of Michigan at the Detroit Medical Center

JOHNSON & JOHNSON

Alumni Update



To share your news with the University of Tennessee, Knoxville, Haslam College of Business community, submit it along with any relevant images to haslam@utk.edu. Please use "Alumni News" in the subject line. This update reflects information known as of Apr. 15, 2018.

ALUMNI NEWS

'80s



Randall Beard (HCB, '81) is now group president for advertiser business at Cardlytics.



David W. Blackwell (HCB, '81, PhD '86) is now the provost and chief academic officer at the University of Kentucky.



Food Logistics Magazine selected Cloud Logistics, of which **Mark Nix** (HCB, '84) is CEO, as a top software and technology provider.



Russell Lamb (HCB, '87), president of Monument Economics Group, established the Experimental Economics Laboratory Endowment for graduate student research.



Enterprise Integration, of which **Michael Locher** (HCB, '88) is founder and CEO, was recognized as a top-performing IT solution provider by *CRN Magazine*.

'90s



Don D'Anna, Jr. (HCB, '92, MAcc, '93) is now senior vice president of tax at Oath, Inc., a Verizon company in the Washington, DC, area.



Brown Jordan International has named **John Wojcik** (HCB, '92) chief marketing officer.

Randy Trusley (EMBA-SL, '96) was promoted to vice president of finance and controller of the nuclear services group of BWX Technologies, Inc.

'00s

Michael Marks (PEMBA, '01) has started his own business, Marks Healthcare Consulting.



EY in Tampa, Florida, named **Christy Rolland** (HCB '01, MAcc '02) an indirect tax partner.



Lindsey (Layer) Whitworth (HCB, '06) is now branch manager at Franklin American Mortgage Company.



Howard Strahan (ADMBA, '07) was promoted to deputy director of the Science and Technology Directorate of the United States Special Operations Command's Special Operations Forces Acquisition, Technology, and Logistics Center.



The Institute for Supply Management and the Thomas Publishing Company have named **Mitchell Agee** (HCB, '09) as one of 30 rising supply chain stars.



Karen Murrell (PEMBA, '09) co-authored the *Big Book of Emergency Department Psychiatry: A Guide to Patient Centered Operational Management*, which reached the top of the service operations category on Amazon.com.

'10s



Mark Clark (EMBA-SL, '10) is now a controller with Cameron, a Schlumberger Company.



Nate Naugle (ProMBA, '10) is now executive director of the Brain & Spine Institute at the University of Tennessee Medical Center.



KSENIA KUZNETSOVA Finding Her Center

When Ksenia Kuznetsova (HCB, '12) arrived in the United States as a teenager, she faced a formidable cultural adjustment. "I'm from Nizhniy Novgorod, Russia, a city of about two million people," she says. "Not only was it a move from one country and language to another, it was going from a big city to small-town Tennessee."

Tapping into her natural determination, Kuznetsova learned to speak conversational English in about two months and gained fluency in a year. Knowing she was academically strong in other subjects gave her the confidence to push through learning the language. The experience, she says, taught her about perseverance.

Kuznetsova grew up surrounded by strong female role models, including her mother, who had owned a business in Russia. "Everyone

in my family is very driven, so I always knew I could do anything I could set my mind to," she says. When she graduated from high school, Kuznetsova wanted to study business. With interests in math and science, accounting felt like a natural choice.

The Haslam College of Business drew Kuznetsova by connecting her with alumni and faculty who showed a genuine interest in her success. "I felt valued and respected from the very beginning," she says. "The university also recognized my academic achievements through scholarships and grants, allowing me to graduate debt-free, and I am so thankful for that."

After earning a bachelor's degree in accounting, Kuznetsova took an internship with PwC. The firm then offered her a full-time



Where in the world is Haslam?

Whether you're in London, Cuba, or Cairo, or maybe somewhere closer to home, we want you to let us know where you are! Show us your Haslam pride with a picture posted to social media. Get your gear, pack it, and post it with the tag #Haslamworld.

HASLAM GEAR

haslam.utk.edu/shop

John Warner (PEMBA, '10), vice president and chief executive officer of University of Texas Southwestern Medical Center Hospitals, recently began to serve his term as president of the American Heart Association.



Leo Alcala (EMBA-GSC, '13) is now director for capability enhancement at XPO Logistics, Inc.



Suzanne White (PEMBA, '10) is now serving as the Detroit Health Department's medical director.

The Eastern Band of Cherokee Indians has named **Paula Wojtkowski** (EMBA-SL, '10) secretary of commerce.



Hisham Khaki (EMBA-GSC, '13) co-founded HapiGig, which connects warehouse employees and employers.



Matthew Young (PEMBA, '11) is now chief of urology and urology service leader for Mission Medical Associates in Asheville, North Carolina.



Buddy Lee (EMBA-SL, '13) is now director of reliability with iRAMX.



Michael Gavlick (MBA, '12) was named senior vice president of Aon in the Greater New York area.



Ryan Miller (EMBA-SL, '13) was promoted to vice president and controller for commercial systems with Rockwell Collins.

position, and she relocated to their Nashville office to work as an associate in the risk assurance practice, doing external public company audits. Five years later, an opportunity came through for her to do a tour of duty in PwC's US Internal Audit and SOX Center of Excellence (COE) focused on regulatory compliance with the Sarbanes-Oxley Act (SOX), legislation designed to protect investors from fraudulent accounting by corporations.

The role is unique because it's comprised of internal audit and SOX compliance professionals from across the country and the world using technology to keep in touch. Members of the team write thought leadership pieces on relevant industry topics and drive PwC's methodology development by creating internal webcasts, courses, and other materials. Kuznetsova appreciates the variety, flexibility, and creative outlets her job provides. "In one day, I might speak with colleagues in India, Chicago, and Seattle," she says. "It's great to work in the field I'm so passionate about and get to leverage my creativity as well."

Kuznetsova's drive to succeed taught her to approach life with a to-do list in hand, at least until she attended her first yoga class in 2013. The world, she says, seemed to stop moving as she was holding a particular yoga pose. "For the first time, I felt able to be fully present with what I was doing," she recalls. Since then, she's spent daily time in yoga and meditation, training her mind to be fully present. "It allows me to honor my body and spirit, focus my attention, and bring myself to center and focus," she says. "That's how I approach the world around me: ready to discover what each day has in store." ■

ALUMNI NEWS



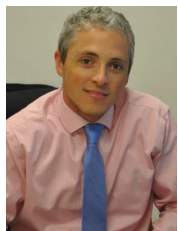
Timothy Drone (MBA, '14) is now the global sales and operations planning lead at Shire in Cambridge, Massachusetts.



Sami Al Hajjar (PEMBA, '14) has founded the *International Journal of Pediatrics and Adolescent Medicine*.



Marcie Mascaro (EMBA-GSC, '14) is now an executive officer for interagency partnering at the US Air Force's European Command.



Bryan McGann (ADMBA, '14) was promoted to a GS-15 division chief at the US Army's Contracting Command at Aberdeen Proving Ground in Maryland. He'll be in charge of contracting actions for

the Program Executive Office for Intelligence, Electronic Warfare & Sensors.



Brad Morgan (EMBA-SL, '14) was promoted to director of the Bettye B. Lewis Career Center at the University of Tennessee, Knoxville's College of Law.



Dmitry Shachenok (EMBA-GSC, '14) was promoted to Chicago plant director at Mondelēz International.



Matteo Bernardi (EMBA-GSC, '15) is now director of manufacturing for chocolates in the Nordic and Baltic regions with Mondelēz International.

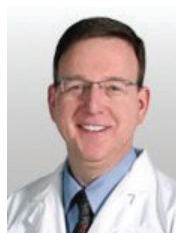


Jason Fugleberg (EMBA-HL, '15) is now chief nursing officer at Brigham City

Community Hospital in Brigham City, Utah.



StayWell has promoted **Cambrey Little** (EMBA-HL, '15) to vice president of sales.



John Pracyk (PEMBA, '15) is now a global franchise medical director for DePuy Synthes Spine.



Tom Vatter (EMBA-SL, '15) is now vice president of sales Sales and Marketing at Elliott Equipment Company



Mary Brow (ProMBA, '16) is now the director of the Integrated Business and Engineering Program at the University of Tennessee, Knoxville.



Monique Butler (PEMBA, '16) was named by *Becker's Hospital Review* as one of "50 great African Americans leaders in healthcare to know." She is chief operating officer of Children's Hospital of Michigan at the Detroit Medical Center.



Keel Coleman (PEMBA, '16) co-founded the Aletheia Group in Roanoke, Virginia, to improve the confirmation of professional identities in the healthcare field.



Mark Erath (EMBA-HL, '16) was appointed an adjunct professor at the Murphy Deming College of Health Sciences.



FairfieldNodal has promoted **Richard Griffin** (EMBA-GSC, '16) to director of commercial operations.



Rockwell Collins has promoted **Maya Murphy** (EMBA-SL, '16) to director of air transport manufacturing.



Jaclyn Van Nes (PEMBA, '16) was selected as a "40 Under 40" by the *Greater Knoxville Business Journal*. She is medical director at Women's Specialty Care at the University of Tennessee Medical Center.



Ricardo "Art" Roa (PEMBA, '16) has been appointed director of clinical integration and assistant professor of surgery at Marshall University. He will work with the vice dean of medical education and teach gross anatomy with an emphasis on head and neck, paranasal science, and temporal bone anatomy.

Brian Conry (ProMBA, '17) developed a more cost-effective and environmentally-friendly way for his organization to ship bauxite from Atlantic-based mines to Pacific-based customers. The project

was developed from the Organizational Action Project he completed while at Haslam.



McCormick has promoted **Curt Craig** (EMBA-GSC, '17) to vice president of manufacturing for the Americas.



Samuel Dagogo-Jack (PEMBA, '17), professor of medicine and chief of the division of endocrinology, diabetes, and metabolism at the University of Tennessee Health Science Center, received a 2018 University of Tennessee President's Award.



Fabio Garcia (EMBA-GSC, '17) was promoted to customer collaboration director for Latin America at Johnson & Johnson.



David Hawkins (EMBA-SL, '17) is now a patent engineer with Kilpatrick Townsend & Stockton.



Mondelēz International has promoted **Juan Munoz** (EMBA-GSC, '17) to director of procurement for Latin America.



Andrea Zaczyk (EMBA-SL, '17) was promoted to product marketing senior manager at GE Healthcare.

THE BIG ORANGE FAMILY CAMPAIGN

99%
PARTICIPATION

HASLAM FACULTY AND STAFF DONATE TO UT DURING BIG ORANGE FAMILY CAMPAIGN

The Haslam College of Business emerged as a campus leader again during the fifth annual Big Orange Family Campaign at the University of Tennessee, Knoxville. Ninety-nine percent of Haslam faculty and staff donated back to the university during the fundraiser, exceeding the campus-wide participation rate of 59 percent. For purposes of the campaign, the college was divided into 11 teams, nine of which reached 100 percent participation. The remaining two teams reached 94 percent participation.

"I'm excited that our college has demonstrated this level of commitment to the university's mission," said Seth Reagan, executive director of development at Haslam. "It's incredible what we can accomplish when we all pull together, and so I want to personally thank and congratulate everyone for this excellent level of participation."

This is the second year in a row that the college has reached 99 percent participation. A four-week effort to encourage internal giving, the Big Orange Family Campaign has grown in its participation each year. It elicited 91 percent participation from Haslam employees during its first year, 95 percent in 2015 and 97 percent in 2016.

Proceeds from the campaign support the beneficiary of the donor's choosing across the various departments, programs and scholarships at UT. ■

'40s

James R. Huffaker, Sr. (HCB, '49) died on Dec. 27, 2017. He survived D-Day at Omaha Beach and received a Purple Heart and Bronze Star for his service. After graduating college, he worked for General Motors for 35 years until his retirement.

Martha A. Taylor (HCB, '44) died Oct. 5, 2017. In 1967, she started her own radio show called "Fascinating People" and, two years later, helped start the Christian Women's Club of Morristown, Tennessee.

William P. Wright (HCB, '49), a World War II veteran, died Dec. 16, 2017. He was a salesman for McClung Appliances in Knoxville until the dissolution of the company in the 1970s.

Allen Parsons (HCB, '59), who served in the Tennessee Army National Guard, died recently.

Edgar L. Rawlings, III (HCB, '57) lost his battle with Alzheimer's disease on Nov. 18, 2017. He spent his career of 32 years with the American Can Co. During that time, he was involved in inventing the pop-top can opener.

Joseph P. Shannon, Sr. (HCB, '55) died Dec. 6, 2016. A veteran of both World War II and the Korean War, he was involved with the Boy Scouts for more than 48 years and spent his career with Engineering Controls of Elon, North Carolina.

John R. Thomas (HCB, '58) was a CPA and senior vice president of the Associates Corporation of North America. He died Feb. 10, 2018.

Ralph D. York (HCB, '55), a US Navy veteran, died recently. He spent his career with the US Department of Labor's Office of The Regional Attorney in Nashville. He retired as the associate regional solicitor.

'60s

Arnold V. Lindseth, Jr. (HCB, '62) died Nov. 5, 2017. After completing his undergraduate degree, he worked in accounting for Holiday Inn and the Shelby County, Tennessee, Board of Education. Later, he earned his law degree, practiced in Memphis, and served as the Special Master of the Chancery Court. Upon retiring in 2009, he went on mission trips to countries including Kazakhstan, Ukraine, Hungary, the Czech Republic, and Beirut.

Daniel L. Morgan (HCB, '63), a veteran of World War II, died March 1, 2018. He worked as a systems analyst at the Y-12 National Security Complex in Oak Ridge for 31 years.

Frederick H. Powell (HCB, '63) died Nov. 29, 2017. His career at the *Knoxville News-Sentinel*, where he was a copy editor, spanned 45 years.

Robert Ronka (HCB, '68), a Vietnam War veteran, died on Oct. 27, 2017. He managed mass transit systems in several metropolitan areas, including Denver, Cincinnati, and Atlanta.

Edward E. Wilson (HCB, '60) died on Nov. 2, 2017, in Knoxville. He retired from the Office of the District Attorney in Sullivan County, Tennessee, in 2006.

'70s

Bobby N. Campbell (HCB, '73), who worked as a teacher and baseball coach at Doyle High School and oversaw the transition from artificial turf back to grass at Neyland Stadium in 1994, died Nov. 18, 2017.

Gary P. Cassery (HCB, '70), a Vietnam War veteran, died Saturday, Nov. 4, 2017.

Richard K. Evans (HCB, '71) died Oct. 31, 2017. A lawyer by trade, he was an active member of the Kingston, Tennessee, community and held elected posts in the Kingston city government.

C. Phillip Owens (HCB, '78, '81) died Nov. 2, 2017, after a battle with pancreatic



If you have an obituary for a University of Tennessee, Knoxville, Haslam College of Business alumnus, please submit it to us at haslam@utk.edu using "In Memoriam" in the subject line.

This update reflects information known as of March 31, 2018.

cancer. A lawyer with a private practice, he also was an assistant district attorney in the Fourth Judicial District of Tennessee and served as a juvenile referee in Cocke County.

Fred D. Shults (HCB, '73) died on Dec. 16, 2017. After retiring from an academic career with the University of Tennessee and Virginia Tech, he spent his time developing academic research strategies.

'00s

Inga Marie Himelright (PEMBA, '07), senior vice president and chief quality officer at the University of Tennessee Medical Center, died Dec. 31, 2017.

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We give our all for Tennessee— today, yesterday, always.

Share your #HaslamVFL memories on
social media for a chance to be featured.

