A SENSE OF PLACE
What’s next at the Moore School?
Moore options to achieve your goals

"The ability to adapt and thrive in different cultures has never been so important. In addition to the international business courses I took, my cultural experience and internship in Brazil prepared me well for today's global challenges. And the value of my Moore School degree grows every day as the world continues to become more interdependent."

— Ben Green
IMBA Class of 2003
Director of Sales
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*The PMBA is an evening program broadcast to 20 locations in SC and now in Charlotte. The other programs are full-time.
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DEAR ALUMNI,

As a recent addition to the Moore School staff and a double alumna (undergrad in Finance/Management and a graduate IMBA/MIBS degree), I am thrilled to be back at the Moore School after having spent 12 years in the corporate world. There is a lot of energy and excitement in the building, and it is a good time to be here to help shape the future of our alma mater and business education.

In a short amount of time, Dean Hildy Teegen has built a great leadership team, as you will read in the pages of this magazine, and we have embarked on the refinement of an international business mission and embraced a strategic focus on sustainable enterprise and development.

As a member of the leadership team, my primary goal— with your help — is to build a world-class alumni network that will enable you to engage, connect, and collaborate among yourselves and with the Moore School. A strong alumni network is an extremely powerful force!

One of our biggest challenges is to keep up-to-date contact information on our 38,000+ alumni (26,000 undergraduate and 12,000 graduate) so that you have access to each other. We are beginning to allocate significant resources to help us obtain valid contact information and provide a user-friendly way for you to keep your information updated. Our database will serve as the foundation for all of the activities that we embark upon together.

As we build the long-term strategy for the Office of Alumni Relations, several other initiatives are also being considered for alumni, including: providing career management services, including a job posting system; making available enhanced executive education programs; facilitating access to faculty research; and giving alumni who are not local the ability to hear and/or view guest speakers who come to campus.

To address these opportunities, we need your help and we need to hear your voice. Here are some ways you can help each other and us:

• Tell us what matters most to you as an alumnus – we want to build what you need.
• Organize and attend alumni events.
• Recommend the Moore School to qualified potential students in your workplace or community.
• Employ a Moore intern at your company.
• Hire a Moore graduate.

There is work to be done, and with your support, the Office of Alumni Relations can build an outstanding alumni network that will benefit us all. I invite your input as we develop new, relevant initiatives and begin to implement them. I look forward to reconnecting with the hundreds of alumni that I have met over the years, and to meeting the thousands of you that make our alumni network a formidable force that helps to define our institution.

Please feel free to contact me at any time.

Best regards,

Gabriele Koebler Clark
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In September 2007, I embarked on a new career as dean of the Darla Moore School of Business at the University of South Carolina, a school I have followed closely since beginning my academic career. Ours is a leading institution in international business scholarship and education—in the (seemingly) unlikely place of Columbia, South Carolina.

The vintner’s concern with terroir, ‘a sense of place’ embodied in certain qualities in a wine, representing the sum of the effects that the local environment has had on the manufacture of the product, is relevant here. As a dean, I am privileged to work with my colleagues in crafting our school’s strategy; effective strategy recognizes the importance of environmental fit. As a new dean, I was oft-advised to avoid major (read strategic) decisions for the first six months on the job.

We find our school at an important crossroads that prevents my following this advice. Our terroir today is shaped by several conditions—factors that spurred us to conduct and conclude a major strategic planning effort within six months of my arrival—to identify unifying themes for our future investments in activities and programming.

Our Terroir:

- A world-wide reputation as an international business school resulted from concerted pursuit of a strategic bet placed on this theme over three decades ago. All business schools today devote significant resources to this endeavor. How can we leverage and sustain our leadership position in this field for the benefit of our various stakeholders in the future?

- A generous early retirement package resulted in nearly a third of our faculty opting in—providing the opportunity for significant hiring, but with the challenges of lost institutional knowledge, and a daunting labor market. Hiring in strategic, thematic clusters as an attraction/retention strategy to confront these labor market realities is a rare opportunity now open to us.

- A university focused on two major thrusts: research activity (Carnegie Research I classification) and economic development. A strategy that leverages both would be enthusiastically supported by university administration—an administration with leadership that would turn over within twelve months.

- Collaboration between the business community, local policy makers and the university resulted in the founding of the Innovista, a live-work-play research district in the middle of downtown Columbia, adjacent to our historic campus and the state capital as an engine for economic development. A new business school facility is planned as the central hub to promote the commercialization of innovations in four technology trajectories: future fuels, nanotechnology, informatics for risk assessment, and biotechnology.

- Declining state support, coupled with a short fuse, high stakes, $45 million matching grant, requires fundraising of unprecedented magnitude requiring diverse funding sources. Our prospecting for funding will be enhanced by strategic focus.

- A need for the university to act as an engine of economic growth in the state. A focus on the energy industry and a commitment to industrial clustering are guiding the development actions of public and private entities here.

- Increasing criticism is leveled against business and business education—with concerns about greed, relevance, ethical behavior, and other legitimacy challenges coming to the fore. Businesses engage in a variety of activities geared towards social responsibility—urged by consumers, employees and other stakeholders. These practices, while visible and numerous, represent actions largely unguided by the scholarly work required to provide rigorous, empirically valid support for the actions taken.

- A shift as business students increasingly pursue rewarding careers in organizations outside of business. Concerns about ‘a greater good’ are prevalent in the students we recruit.

- We engaged our stakeholders to determine our strategic theme. We sought a theme representing thorny social and economic problems that world-class thought leadership in fields relevant to business would be well-equipped to solve. Candidate themes spanned the disciplines in our school and represented meaningful, viable extensions of our core competency in international business.

- Our stakeholders’ analysis of our terroir, coupled with a detailed inventory of our expertise with a clear eye to marketplace conditions for business education, resulted in our electing a new strategic theme for our school—sustainable enterprise and development. We believe that the coupling of development with sustainability, building upon our international business expertise, is key to addressing and leveraging our terroir as we lay the foundation for our school’s future. We now begin the gratifying work of hiring colleagues and launching new programming to bring our new theme to life for the benefit of our school, our academic fields, and the economic development of our state.

Hildy Teegen, Dean

Reprinted from: e-Newsline, “Dean’s Corner”, AACSB International,
777 South Harbour Island Boulevard, Suite 750, Tampa, FL 33602-5730 USA
Dean Hildy Teegen

Dean Hildy Teegen is becoming well-known to alumni, business executives, and friends of the school by way of her “Teegen Tours” across the State of South Carolina—and also to places like New York City, Washington, Jacksonville, Denver, Hollywood, and Atlanta.

“It’s been a very busy, very exciting time,” says Teegen, who celebrated her first anniversary as dean of the Moore School on September 15. “I’ve been learning a lot, stretching a lot, and I think we’ve made great progress. We’ve gone a long way toward getting ourselves collectively around where the school needs to move in the future.”

With her new managerial team nearly fully in place, Teegen—formerly director of The George Washington University’s Center for International Business Education and Research (CIBER) and a professor of international business and international affairs at GW—is bringing her considerable energy to bear on several objectives for the Moore School:

■ Defining a new strategic direction—Sustainable Enterprise and Development—to pair with Moore’s longtime focus on international business (IB). “These are the right themes for us,” she says. “And our stakeholders are very excited that we are thinking strategically in a longer-term sense—that is, where will the school be 30 years from now?” Development of the specific activities that will stem from the new theme is “very much still in process,” Teegen says, “but programming will recognize the complexity of economic development globally in the context of limited natural resources, responsibility to communities within which we operate, and the need for environmental preservation. With our school’s international business expertise, this [new strategic direction] is something that we are uniquely positioned to do.”

■ Looking for synergies among the graduate programs to improve services delivered to students.

■ Working to extend the “wins” the school has had in the IB area to additional areas. The new theme of Sustainable Enterprise and Development, for example, “directly leverages our international business expertise,” says Teegen.

■ Attracting and retaining more diverse faculty, and attracting more diverse students. Ultimately, says Teegen, these are both issues that will require far-reaching attention, but in the short-to-medium term, the Moore School is: a) “making sure that when recruiting, we have very capable, diverse candidates in our pool;” b) working with other institutions to produce “an adequate supply of doctoral students” and “getting fiercer in how we compete for the highly attractive students;” c) helping the spouses/partners of prospective faculty find meaningful professional employment in Columbia. “We must ensure that the professional needs of partners are met,” says Teegen; d) sponsoring various departmental seminar series to bring in early-stage Ph.D. students from other institutions to “begin to build them into our network… so that in a few years, they will say, ‘My professional place of choice is to come to the Moore School.’”
Columbia is the right place to help create “an arena of renaissance for education, business, and community engagement.”  

Dr. V. Scott Koerwer

V. Scott Koerwer, Deputy Dean at the Moore School, has a specific mission: “To provide the operational, programmatic, and integrative skills” necessary to take the school to the next level in today’s competitive global marketplace.

Koerwer, a Pennsylvania native who came to the Moore School in November 2007, honed these skills in previous positions at the University of Pennsylvania’s Wharton School and the University of Maryland’s Robert H. Smith School of Business.

Now he aims to create similar “expectations of excellence” at Moore and beyond. “We have to think great big ideas,” he says. A teacher and entrepreneur (he founded three companies) as well as an “operations guy,” Koerwer’s responsibilities at Moore include oversight of all programming and also internal operations and external affairs, including alumni relations, marketing and communications, executive education, special events, and career management.

It’s a big job, but Koerwer thinks his liberal arts background (in political science and history, government, and education) helps him see business and management as “life tools that we use to interact with society.” And he is convinced that Columbia, with its rising “entrepreneurial spirit,” is precisely the right place to be to help create “an arena of renaissance for education, business, and community engagement.”

The Moore School, he believes, has “all the components to rise dramatically in stature and levels of excellence because of its exceptional foundation, and because it has the right point of view”—i.e., it is grounded in the “international mind set.”

Koerwer knows of what he speaks. At the Smith School, he was instrumental in developing education and business programs in Asia, Europe, and the Middle East. In 2004, he received the state of Maryland’s International Leadership Award from the World Trade Center Institute and then-Governor Robert Ehrlich.

Koerwer lists four of his main goals for the Moore School. They are to:

- build a culture and a framework for faculty, staff, and students that has “great expectations of excellence well beyond our walls, well beyond the state, well beyond the region, well beyond the nation.”
- strengthen the school’s infrastructure so that “we can handle growth and move beyond the Herculean efforts of individuals to the operation of many.” This will be accomplished, he says, by helping to build and facilitate a “professional model of operations.”
- diversify the programs and services offered at Moore so that the school stays “relevant, market-based, and market-driven.”
- create more interaction between the Moore School and the business community, state and local governments, and the marketplace.

Finally, Koerwer has a request for the school’s alumni and friends: “Please help us figure out ways to serve you better and to compete more effectively for your attention. Tell us what you think we can do, what you think we’re doing well, and what you’d like to see us do differently.”
Dr. Gregory Niehaus

Dr. Gregory R. Niehaus, Associate Dean for Research and Academics, believes that one of the “biggest roles” he can play in his newly created post is to “promote research and the research environment” at the Moore School. His other important task is to “ensure the academic integrity” of the programs offered at the business school.

Niehaus has a solid grounding in both areas. His research articles in the fields of insurance and finance have been widely published in the best peer-reviewed journals, and he has co-authored a textbook called Risk Management and Insurance. And, Niehaus is an award-winning teacher, having taught insurance and finance at Moore since 1990. (He earned his doctorate in economics from Washington University, then taught at the University of Michigan for five years before heading south.)

Niehaus became Associate Dean for Research and Academics at Moore in the fall of 2007. His primary goals are to:

- procure additional funding for the Ph.D. program. “These programs are very costly to operate,” Niehaus says, and “our Ph.D. resources are not great compared to peer schools. We want to bring in more high-quality students and provide a really high-quality Ph.D. program.”

- provide better financial support for research activities at Moore. “The resources needed to support research today are greater than they’ve ever been. That reflects competition for faculty, and to attract the best faculty, we must provide the same packages” as peer schools do. Also, “we need to find more funding for data, subject pools for experimental research, and travel for field research. In addition, we would like to create a small grants program for faculty so that if, say, a professor needs to buy a data set costing $3,000, he or she could apply to the Dean’s Office for a grant.”

- enhance the undergraduate experience through leadership programs and special activities. “Ideally,” he says, “every undergraduate, before they graduate, will have a special activity that they’ll always remember – travel abroad or a research project with a professor or a project with other students, perhaps helping a business solve a problem.”

- attract more “clinical faculty” (those not on the tenure track) to help undergraduates interact more broadly with the business community via internships, guest speakers, special projects and the like.

- hire more young, energetic faculty members with superior research skills and reputations. The turnover of current faculty over the next few years because of Baby Boomer retirements “makes it a very exciting time to be here,” Niehaus says.

- attract more faculty who have expertise in the school’s two strategic directions: International Business and Sustainable Enterprise and Development.

Dr. Carolyn Jones

This fall, Dr. Carolyn Jones, Assistant Dean of the Undergraduate Division, welcomed the school’s most undergraduates ever – some 3,500 students. Moore’s undergraduate program may not stay as large as it is now, however. “It’s an evolving plan,” she says.

Over the years, Jones, who was Director of the Undergraduate Division from 1989 until being named to her current post in 2003, has been an indefatigable proponent of internationalizing the undergraduate experience for Moore undergraduate students.

“We tell parents that we want their student to study abroad to ensure that they directly experience globalization before graduating from the Moore School, and increasingly, those are becoming more in-depth types of experiences,” she says. During 2006-2007, Moore students represented 34.5 percent of the total number of University of South Carolina students who went abroad during that academic year.

Jones has numerous goals for the undergraduate program, many of which have a global twist. Jones aims to:

- maintain the strength of the school’s top-ranked undergraduate International Business (IB) program, and “improve our rankings in other areas, as well.” Moore’s undergraduate IB program has been ranked #1 in the country for the past 11 years by U.S. News & World Report.

- continue to develop attractive programs and partnerships for individuals and groups in – up to now – less-visited places such India, South Africa, Mexico, Latin America, and China while continuing Moore’s existing relationship with universities in Western and Eastern Europe, the Middle East, Japan, and Russia.

- expand opportunities for students to attend international conferences, such as the Harvard Project for Asia International Relations and “Education Without Borders,” which was held in 2005 in Dubai.

- put greater emphasis on communication skills, both oral and written, for all undergraduates. A pilot program for freshmen known as a Communication-Intensive Curriculum approach began this fall.

- build on successful team opportunities for students, such as the Case Team Competitions held all over the world.

- connect additional students and faculty with service-learning projects related to the Moore School’s dual strategic directions of International Business and Sustainable Enterprise and Development.

- enhance student services by expanding career services and helping students improve their interviewing and professional development skills.
Ray Smith

Raymond D. Smith came to the Moore School this spring as the new Associate Dean of Executive Education by way of Duke University, where he held a similar post. Prior to entering academia, Smith worked in the corporate world for such European entities as Deutsche Bank.

While in Frankfurt, Germany, he developed the concept of the Deutsche Bank Corporate University, where he delivered customized executive education programs and coached bank executives. Before that, Smith was a management consultant and organizational development manager for a large health care provider in the United Kingdom. He also developed and delivered a successful management development program for the Bulgarian government that was funded by the European Union.

Smith thinks that “inevitably, I bring a global perspective” to his new job at Moore. “I’ve been all over the world, and I have lived in France, Austria, Germany, the U.K., and now here.”

A native of the U.K, Smith earned his MA degree in management learning at England’s Lancaster University. There he learned that adults learn differently from children because, among other reasons, adults have more life experience and want to share them. So, in Smith’s view, it’s “joining the experience of the practitioner together with the faculty that creates a rich learning environment.”

And this is what he aims to do at the Moore School, where he feels “there is a spirit of adventure and growth. I decided I’d like to be a part of that and strongly believe that executive education has a key part to play in that growth.”

Smith’s plans for Executive Education programs at Moore include:

- designing executive education programs that have a high return on investment for participants. “If they [executives] are going to invest their time and their money, they’ve got to get something out of it that they can apply directly to their place of work or their life, as well as see benefits from it. Equally, I expect them to bring their views and experiences into the program and to share those with others.”

- introducing the Multi-Modal Learning System that he designed after a trip to India. The system is simply “a new way of thinking about executive education programs,” explains Smith. “It’s looking at what needs to be learned and then deciding the best mode of delivery for each component of the learning.” The “best mode” might be classroom (i.e., “face-to-face”) teaching. Or it could be teaching via podcasting, Web conferencing, video conferencing, or so-called “action learning.” These modes are then pulled together into a coherent design to create an engaging and effective program experience that can be delivered to anywhere in the world.

- leveraging more technologies to reduce the cost of executive education programs and delivering them to wherever participants are working.

- designing programs that leverage Moore School strengths, such as international business and sustainability.

Christine La Cola

For the past five years, Christine L. La Cola has managed the business operations and sales initiatives of higher education at the Robert H. Smith School of Business, University of Maryland. For nine years before that, she was a manager with IBM Corporation and Pricewaterhouse Coopers, LLP.

Now, the energetic La Cola is bringing her managerial and relationship-building skills to the Moore School of Business as Assistant Dean and Director of the Graduate Division, a newly created position. She took up her new post July 14.

A native of Michigan, La Cola uses an auto industry analogy to explain one of her top goals as she settles in to her new job on the University of South Carolina campus. “My overall goal is to create an exceptional student experience, and I think we
can do that by integrating the graduate programs in a way that leverages ‘best practice’ across all of them. I want to integrate things a little more so that we’re all part of the same engine and all of the cylinders are working together.”

The higher education industry, La Cola is convinced, is “just like any other industry, and if you can get people communicating, and if you can align folks by function and structure according to what the organization needs, then, usually, really good things happen.”

La Cola has several other goals, as well:

- to ensure that “all of our processes [in the Graduate Division] are working together, that our software packages are working together, and that we have an application and admissions process that’s holistic across the full spectrum of programs.”
- to develop new graduate programs based on “what the market is telling us.” These may be degree programs—or not. “We’ll be taking a look at what’s successful in perhaps a smaller marketplace to see if it can be blown up and used more regionally or across different markets and targets. This could mean new degree programs. And, a non-degree program could very easily turn into a degree program based on market response.”
- to program the Moore School’s well-known international business expertise “into everything we do. How do we become not only just recognized for international business, but how do we use it? How do we leverage that strength in every program we’re delivering?”
- to focus on the Graduate Division’s organizational structure so that “people and teams are measured in a way that makes them all move forward. But there can’t be a control aspect, where people say, ‘This is mine, not yours.’ That doesn’t work. It all comes crashing down. I want to be part of an organization where people are doing the right thing because it’s the right thing for the organization, not for their particular team or function.”
- to keep up with best practices in graduate education by attending industry conferences, networking, and continually studying the marketing communications put out by other schools. “Sometimes you have to mix up what’s currently happening,” she says, “and also try something new.”

An alumnus of Kalamazoo College (bachelor’s degree in business administration) and the Smith School of Business, University of Maryland (MBA in Marketing, Management, and Organization), La Cola hopes Moore’s alumni will “join me in helping make our programs stronger, in developing new ones, in giving us feedback. I am always open to listening to new ideas, especially from those at the center of Moore’s success, its alumni.”
TEN OF EVERY 100 AMERICAN ADULTS are now entrepreneurs. This rate is accelerating in the United States, and is increasing even faster around the world. China and India are experiencing an explosion in the number of entrepreneurs who are creating and building global businesses. Many other countries and regions of the world are experiencing a similar phenomenon. Microfinance initiatives are enabling disadvantaged people, particularly women, in numerous regions worldwide to use the self-employment path as a way to become self-sufficient. The world is now “flat,” and small-to-midsized entrepreneurial firms have become the global economy’s essential building blocks. Places that nurture and encourage this reality will become the settings where desirable, sustainable, quality-of-life opportunities will flourish.

To prepare our students for sustainable global business success, we must familiarize them with entrepreneurship, expose them to the practical skills associated with entrepreneurial success, and allow those who want to immediately pursue this path to do so while they are here with us. Otherwise, we will have failed as an international business school to prepare our students for the entrepreneurial revolution, which is a key driving force in the 21st century’s global economy. Understanding what entrepreneurs do, learning how to work with them, becoming familiar with entrepreneurial role models, mastering skills that drive entrepreneurial success, and, in many cases, actually becoming entrepreneurs—thereby creating their own jobs—will increasingly shape the future success and sustainable well-being of every student at the Moore School of Business.

This issue of Moore Business highlights a few of the many special Moore students and alumni who have embraced this global entrepreneurial reality. We are privileged to share in their journey and learn from their stories.
Moore School alumnus **Josh Hackler** has earned the No. 4 spot among “2008’s Best Entrepreneurs 25 and Under” in *BusinessWeek*. Hackler is the owner of Spanish Vines, an importer of Spanish wine, which he began in 2006 while still an undergraduate.

The concept for Spanish Vines grew after Hackler’s experiences in Spain, first as a 14-year-old traveling with his parents, then as a college student studying abroad in Oviedo. During the latter trip, Hackler became friends with local restaurateur Javier Alvarez Arrieta who had contacts with local vineyards.

Spanish Vines wines have earned accolades among connoisseurs. The Tempranillo (red) received a silver medal in the 2006 Madrid International Wine Fair and was recognized by *Wine Enthusiast* as a “Best Buy” among Spanish wines. The Macabeo (white) wine was a recognized wine in the 2006 Bacchus Wine Competition in Madrid, Spain.

The company was also featured on the wine enthusiast.com Web site in April of this year. That same month, Hackler was honored as the first runner-up in the 2008 South Carolina Collegiate Entrepreneurship Award Competition at the annual S.C. Small Business Administration awards.

Hackler works out of an office in the USC Student Technology Incubator in downtown Columbia. From there, he is expanding his business throughout the Carolinas, and ultimately plans to have national distribution.

His partner, Joshua Rohrer (set to graduate from the Moore School in December) has guided the development of the Spanish Vines Web site, www.spanishvines.com, which features information on wines and travel and includes an interactive page where visitors can sign up and add their own travel tips and comments.

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**Gracias, Moore School**

Other USC students have contributed time and talent, as well, to Spanish Vines. The company has served as a real-world project for students in management and global supply chain classes at Moore. And, USC art student Kristy Keel came up with the winning design for the Spanish Vines logo—a classical illustration of a female flamenco dancer. (Art student Alexis Murphy refined the logo a bit this spring.)

Hackler also credits faculty at Moore School who offered advice as his business launched. Dean Kress, associate director of the Faber Entrepreneurship Center at Moore, and Bill Sandberg, associate professor of management, were “tremendous” advisors in the process, says Hackler. Joel Stevenson, director of the USC Columbia Technology Incubator, has also provided guidance.

**Total Experience**

At the core of his business plan, Hackler seeks to offer affordable wines to the U.S. market (his first wine offerings retail for less than $10), but also to promote the Spanish culture. “In Spain, selling and presenting a wine is an art form,” says Hackler on his Web site. “The company is an ambassador of Spanish culture and gastronomy not only through its wines and gourmet food products, but also through the interactive SpanishVines.com web portal.”

Spanish Vines strives to capture, as the company’s brochure suggests, the Spanish culture—a night at the table with family, a good joke, a delicious meal—a way of life.” Can’t you just taste the grapes and feel the balmy Mediterranean air?

— Gail Crouch
Pearls Are Her Business

Her necklace is a single, elegant, black Tahitian pearl on a sterling silver chain. Her drop earrings are white pearl. A milky-white pearl ring graces her right hand.

It’s no surprise that Sophia Yang, 23, operates a pearl importation/wholesaling company called Nacreous Ltd., which she and her mother launched nearly five years ago. And, after earning her bachelor’s degree in May from the Moore School of Business, this stylish entrepreneur also took on a full-time job as a buyer for Venetian/Palazzo in Las Vegas, the two largest hotels in the world.

“My parents are both excellent business people, and I learned from them,” says Yang, who was born in China and moved at age 8 to the United States.

Fluent in Chinese and English and also speaking a smattering of Japanese, French, and German, Yang loves her entrepreneurial pearl business. “It’s easy, lucrative, and fun,” she says.

The idea for Nacreous (the company’s name comes from the word “nacre,” meaning the luminous quality of pearls) was hatched when the well-traveled Yang was back in China for three years during high school, attending the Shanghai American School. “One night at dinner with my parents and some American friends,” she remembers, “we were talking about oyster farms in China and how inexpensive it was to purchase pearls in China.”

A couple of years later, Nacreous Ltd. came into being. “We knew that women in the South love pearls,” Yang says.

Some of Yang’s first customers were sorority girls on the USC campus – many of whom wear pearls “on a daily basis, even with their T-shirts.” Fraternity guys also began buying Yang’s designs for their girlfriends.

Today, the designs that she and her mother, Ruby Yu, make are sold at jewelry parties, at trunk shows sponsored by jewelry stores, and also directly to consumers. Everything is sold wholesale, but pricing is tricky. “Pearls are a luxury product,” says Yang. “If the price is too low, people don’t want to buy, and if the price is too high, they can’t afford it.”

Yang and her mother travel to China and Japan each year to purchase pearls from their regular network of suppliers. “Pearls in China are sold like cabbages on the side of the street,” Yang says. “They are so inexpensive.”

Mother and daughter bring the raw pearls back to the family’s home and pearl studio in Greenville, South Carolina, where the artistic pair design and manufacture their pearl products. “We do everything,” says Yang – “earrings, chokers, necklaces, brooches, bracelets, rings, even belly-button rings.” Some items are custom-designed for clients, while others are regular designs that historically have sold well.

“Seasons come and seasons go,” says Yang, “and different things become popular. Last year, it was white pearls. This year, it’s black pearls and also pearls shaped like petals.”

Yang hopes that her entrepreneurial ventures will make her enough money to fulfill her dream of building and opening schools back in China, where her hand-picked teachers will teach children English and also encourage them to “think for themselves.”

In order to fund the schools, she says, “I have to continue to be an entrepreneur and open my own businesses. Then I will donate part of my profits – always – to these schools. Everything I’m working for is to be able to do this.”

— Jan Collins
Enterprising Undergraduate Pursues Goals in Business and Golf

Alex Kleszcz, a junior who is earning a double major in global supply chain management and marketing and a minor in psychology, speaks six languages and is competent in several more. He is accomplished in two sports – tennis and golf. He is an artist and poet, who, for relaxation, volunteers at the Melton Observatory on the University of South Carolina campus.

Thoughts like “whiz kid” and “Renaissance man” come to mind when one hears his many pursuits. He is remarkable, to say the least.

Kleszcz’s parents, natives of Poland, moved to Vienna, Austria, in 1978, and then to Marbella, Spain, when he was 12. Already a seasoned traveler at 21, Kleszcz returns to Europe during breaks and has held summer internships with companies in Italy and Germany. Between assignments, he plays in European golf tournaments.

The consulting company he formed with associates Raghav Mehra (BS ’07), Moore School senior Jeremy Grenadier, and Sophia Yang (BS ’08), VeraVel Solutions, is now part of the USC Columbia Technology Incubator. According to VeraVel’s Web site, www.veravel.com, VeraVel “provides supply chain operations and process improvement consulting to clients located in the U.S., E.U., and South Asia.”

An Early Start

Kleszcz’s dad first put a tennis racket in his hand when he was four years old. He came to the United States at the age of 12 to train at the Nick Bollettieri Tennis School in Bradenton, Florida, where he practiced with future tennis star Maria Sharipova. After a leg injury derailed him, Kleszcz decided to abandon tennis as a professional pursuit.

He turned his attention to golf instead, after he was casually introduced to the sport. “I went to the driving range with a friend,” Kleszcz recalls. “He couldn’t believe I had never golfed... it was love at first swing.”

Since that serendipitous beginning, Kleszcz has had numerous top ten finishes in golf tournaments in Europe. He broke a course record at a tournament in Poland and was featured in an article in the fall issue of golf 24 in Poland.

This summer, Kleszcz won four grand tournaments he played in – the Polish Amateur, the Volvo Amateur, The Armada-Deutsche Bank Pro-Am, and the Krakow Valley Invitational –and finished eighth in the Polish Open.

In His Spare Time

Incredibly, around his academic and golf schedules, Kleszcz pursues other interests. He has been designing a prototype golf club for beginners, for example, and has been in talks with investors and developers to open resort golf courses in Poland.

During the academic year, he can be found working at USC’s Melton Observatory most Monday evenings, when the public is invited to view the firmament. “Astronomy is a good way to get rid of daily stress – it’s like fishing for other people,” Kleszcz says. His experimentation with nighttime photography has led to a method to improve exposures in urban settings.

Kleszcz participates in campus activities at USC, most notably the International Students Association (ISA), and serves as a resident advisor in the Carolina Global Community (CGC), one of the “living and learning” residences on the University of South Carolina campus.

Creative Juices

Kleszcz’s mind races with creative thoughts, so he carries a small black notebook with him. In it, he jots down business ideas, writes poetry, and sketches.

One project he is contemplating is a book about the best places to eat in cities and towns in Europe – restaurants that are typically off the beaten track. The book would also give pointers on social customs, as well, particularly for businesspeople.

Seems the perfect project for this globetrotting athlete with a mind for business, a soul for art, and a love of the nighttime sky.

— Gail Crouch
Matthew B. Smith, a 21-year-old senior at the Moore School of Business, learned his ABCs a decade and a half ago by watching the stock market ticker that crawled across the television screen each evening as his father, a real estate lawyer, tuned in to the business channel.

Now the younger Smith, a native of Columbia, South Carolina, has a Web site, www.theinvestar.com, which covers the uranium and potash markets and provides profiles of uranium and potash companies worldwide.

His small research business, theinvestar.com, LLC, is also turning a profit as he helps interested investors worldwide get pertinent, updated information about these markets via a regular newsletter and online research and analysis. (His tag line: “Helping ordinary investors achieve stellar returns.”)

Despite the plunge in uranium equities in late 2007 and early 2008, Smith, who is majoring in finance and accounting and expects to graduate in May 2009, is still bullish on the long-term prospects for uranium. With global warming concerns putting the squeeze on most proposed new coal-burning power plants, and with solar and wind power, along with ethanol, still in their early stages as alternative energy sources, Smith points to an increasing interest today in nuclear power plants, which need uranium to function.

But like any clever entrepreneur, Smith is good at reading the tea leaves. Several months ago, therefore, he added a potash mining section to his Web site. (“A Bright Future for Potash,” declares a recent headline on the site.)

“It reminds me very much of what the uranium industry looked like only two or three years ago,” he says, with very few companies in the industry and supply outstripping demand. (Potash is used in many fertilizers, and is important to farmers growing wheat, corn, and grains.)

On Mondays through Fridays, Smith rises at 6 a.m. to do Web research on the uranium and potash news of the day, which he then uploads onto his Web site. When first launched in 2005, the site had about 500 visitors a month; now, it reaches 10,000-plus visitors a month. Most of his Web site visitors are from Canada and the United States.

www.theinvestar.com

Smith is an investor himself. He began investing in the stock market as a third grader (with his father’s help), buying stocks with money earned by doing chores and saving those received as birthday gifts. When he was in fifth grade, Smith made his first independent stock-purchase decision, buying several shares of Intel.

Now Smith is working to earn some professional designations—currently the Registered Investment Advisor designation—that will allow him to set up an equity fund/money management firm next spring, following his graduation.

“I always laughed at kids in college who invented things or started companies,” Smith says. “Then it happened to me.”

— Jan Collins
Shaun Abraham and Anand Deekaram met two years ago during orientation for the Moore School’s International MBA (IMBA) program, chatting about how each wanted to start his own company some day.

Every Sunday for a year, the men met at a local Starbucks to brainstorm ideas for a possible entrepreneurial venture. “We thought about ‘green’ fuels, we thought about ethnic toys,” says Deekaram. Finally, the pair came up with a plan: their company would manufacture robotic products, the firm would be called MadWise, and “Robotics Made Simple” would be their tagline.

Abraham, 29, a Florida native who was trained as a computer engineer, and Deekaram, 30, a manufacturing engineer from India, received their IMBA degrees in May. Now they’re preparing to launch their firm’s inaugural product: a robotic device called Mount 1.

The device is a wireless, remote-controlled, automated mount for a Flat TV/monitor that will allow the viewer to quell glare from the sun or from lighting by adjusting the television/monitor left or right, up or down. Mount 1’s design is “simple, unique, and customizable,” says Abraham.

The company’s first target market is nursing homes and hospitals, where patients, who are often immobile, would be able to use the robotic device to adjust their TV screens themselves from a bed or chair.

Abraham and Deekaram were invited to demonstrate Mount 1 this spring at the prestigious New Venture Championship, a national/international business plan competition for student entrepreneurs sponsored by the University of Oregon’s Lundquist Center for Entrepreneurship. One of only 20 teams from around the world selected to compete, the Moore School team won first place in the Lightning Round. That’s when students present their entrepreneurial idea in just 15 minutes—with no props—to actual venture capitalists.

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Abraham and Deekaram (with the help of classmate Orlando Yepez) introduced their device at the Oregon competition with a clever 30-second video produced with the help of businesswoman Doreen Sullivan, owner of the Columbia, South Carolina-based advertising/public relations firm Post No Bills. Abraham and Deekaram had some practice doing videos; they created one about a wanna-be rap star for their first entrepreneurship course, taught by Dr. Richard Robinson, back in 2006. That video eventually made it to YouTube, where it has garnered more than 1,000 hits.

Now Abraham and Deekaram—along with business partner Anish Mampetta—plan to spend time building a third prototype of Mount 1 for market. They are also contacting venture capitalists who might like to buy into the enterprise.

The company has also been accepted into SC Launch, a joint private/state venture fund that could award MadWise up to $200,000.

The men hope to launch Mount 1 by the end of 2008, aiming the device first at hospitals and nursing homes, then at the hospitality industry, and finally, at individual consumers. But Mount 1 is just the beginning. “We have more than 20 other products in the pipeline,” says Abraham.

The men are generous in their praise of Robinson, Sullivan, Moore lecturer Pat DeMouy, Chad Hardaway of the University of South Carolina’s Intellectual Property Office, and Dorette Coetsee, formerly of ECI-Find New Markets. “We have had great support,” says Deekaram. “Everyone wanted us to succeed.”

—Jan Collins
Tim Faber’s Latest Adventure: SkinEnergizer.com
Not for Baby Boomers only

For Tim Faber, the fun of being an entrepreneur is “accomplishment. At the end of the day, when I do something and I’m able to step back and see the results, I probably get more pride and excitement from that than anything else.”

Faber is a 1983 University of South Carolina graduate who, along with his wife Karen Schmidt Faber (BS ’83), helped fund and establish the Faber Center for Entrepreneurship at the Moore School back in 1997. Now, he is once again having all the fun he can handle with the couple’s latest entrepreneurial venture, a personal care products company called SkinEnergizer.com (www.skinenergizer.com).

(The Fabers hit the jackpot with their first start-up venture, a temporary staffing firm called U.S. Personnel, Inc., which they sold in the 1990s for more than $50 million seven years after they started it. Since then, the couple has dabbled in real estate and launched and sold several other start-ups; some were successful, some were not.)

In May 2007, Tim Faber, now 51, bought SkinEnergizer.com from a Georgia researcher named Mark T. Macy, who originally developed and sold the natural-based, botanical products from his basement in Loganville, a small town about 35 miles west of Athens.

Faber did more than a year of research before deciding to buy an already-established company instead of starting a new firm, and this latest venture has been a challenge. “When I walked in here, I didn’t know anything about hair care and skin care,” he says. “The second thing is that I didn’t know anything about e-commerce, which is phenomenally complicated, and so my learning curve has been geometric, to say the least.”

So why did he decide to purchase this company in this industry? Faber ticks off several reasons:

- the company was both a manufacturer and a distributor, offering a number of marketing and sales channel opportunities;
- the company’s emphasis had been primarily e-commerce, which represented good growth possibilities;
- the company had a “very, very valuable” position in e-commerce rankings [such as Google], but the firm’s technology was in great need of re-engineering and upgrading. “At the end of the day,” says Faber, “this is a positive.”

Skinenergizer.com’s target market is Baby Boomer women, although Faber is finding out that “a lot of men are also using our products.” (So are college girls, among whom the firm’s products are said to be gaining a cult following.) Anti-aging and anti-wrinkle creams are the company’s best sellers, along with various products that are targeted to eliminate or ameliorate specific problems, such as spider veins or scars or stretch marks.

By adding new products or manufacturers monthly, Faber estimates the company will have a 20 percent increase in sales in 2008, compared to 2007. He is also been busy improving customer service and branding and—most importantly—fine-tuning the company’s Web site with the help of the latest e-commerce technology.

“The number one reason someone buys—or does not buy—from you online is how comfortable they are with your Web site, and how attractive it is,” he says.

Another priority for Faber is keeping the company’s high rankings on Google, Yahoo, MSN, and other primary search engines. “It’s very complicated,” he says, “and it takes years of work to get those rankings.”

He tries out some of the company’s products on himself and his family. “Did you know,” he asks, “that licorice extract is one of the No. 1 ingredients for reducing dark circles under the eyes and eliminating spider veins? I tried it on my spider veins and darned if they didn’t go away.”
An ochre cloud drifts over the dirt track and mists me with North Carolina clay as I watch Shawn Parker (IMBA '07) shimmy around the 4/10-mile oval at Carolina Speedway in Gastonia, North Carolina. The track surface has been broken up with a sheep's foot roller before being watered and graded for Friday night's race events, so the surface is pretty bumpy.

Parker runs the track about ½-dozen times to pack the dirt before I take the Late Model car #25 for a spin. I feel a little adrenalin flow as I watch him drive, sliding semi-sideways through the turns.

Now it's my turn. I don a black racing jumpsuit and try on a helmet. It feels heavy on my head. I sit on the window ledge and swing my legs inside. Kevin Slack, race mechanic and himself a dirt track driver, gives me a quick lesson on five-point harness systems, ignition, shift, brake and acceleration pedals. The steering wheel goes in last. "If something happens and you have to get out fast, this is how you pop the steering wheel. Then pull the quick-release hook to release the harness. This is how you pull the helmet off, but if you have to hurry, you can climb out with the helmet on." I listen to the instructions, thinking, hmm, what could happen that would require a speedy exit from the car?

I hit the ignition – instant rumble. "Touch the accelerator," Parker tells me. The 400-horsepower response feels good.

"It's going to feel weird," Parker had told me. "First of all, your visibility is limited. And the car is going to pull to the left. That's what it's built to do."

Ease onto the track, touch the accelerator. I'm off. I don't know how fast I'm going because I'm focused on the track and the turns. After a few laps, I push down on the accelerator and speed (so it seems) through the straight-aways. I imagine the Friday night events with other cars around me maneuvering for the lead, fast and chaotic in a 25- or 50-lap race. For now, it's just fun to drive a race car round and round until Parker gives the checkered flag and I complete one final victory lap. I drive the car off track and turn off the ignition. This is a blast!

Parker has been around race cars since he was five years old, and his dad was a driver in New England. When he was 17, Parker took over for his dad, racing around asphalt tracks in the All-Star Race Truck Series. He came to the Moore School of Business in 2005, with the aim of entering the business side of racing—perhaps pursuing a career with NASCAR or with one of the major tracks around the country.

Still, Parker missed racing while he was completing his education, and he found during his internship that wearing a suit and tie everyday was not his cup of tea. So, an idea that had been germinating in the back of his brain began to grow, the idea to start his own business: a dirt track racing school.

**Niche Market**

Parker's race career had always been on asphalt tracks, but the lure of dirt tracks really took hold when he worked a season in Australia before he came to Moore. "I was down in Australia working with the World Series Sprint Cars...I really enjoyed..."
being around the dirt cars, and I loved this style of racing... but it was never accessible to me, growing up in New England. The more I thought about it, the more I thought there are probably a lot of people out there like myself who would love to try it.

“Before my school, there were probably five or six schools throughout the country and they were mainly geared to people who were already into dirt racing... I saw a gap in the market for people who wanted to try it for the experience of it.”

Parker put up his own money and borrowed the rest to start his business. He purchased used race cars, five total, from owners around the country. Four have manual transmissions, typical in racing. The #25 car is automatic, and that is something else customer-oriented about Parker’s school.

“It’s hard to learn to drive a stick and a race car in the same day,” he explains. “With an automatic, you just put it into drive, and it gives people more of a comfort level right off the bat.”

The school opened in March of this year. Parker has had calls from across the country and other countries, as well, from interested clients who found him through the Internet. And, he hasn’t fully implemented his marketing plan yet. “At this point, all I’ve done is the Web site and videos on YouTube. We’ve had more than 5,000 look at those videos.”

Parker promoted the race school at big events earlier this year, including the Circle K Colossal 100 at Lowe’s Dirt Track in late April, followed by the one of the biggest events in racing, the Coca-Cola 600 at Lowe’s Motor Speedway on Memorial Day weekend.

Parker has also negotiated sponsorships with Circle K and Monster Energy Drink, and is seeking other endorsements for the future.

Racing Mecca

Parker thinks his location just 25 minutes from downtown Charlotte, the “Hollywood” of racing, is ideal. “I would not take the risk of doing this anywhere else in the country except Charlotte. It’s really basically the mecca of racing in the United States. I think about two-thirds of the race teams in NASCAR are based in Charlotte or Mooresville, the NASCAR Hall of Fame is coming here in 2010, that’s going to be big, and Lowe’s Motor Speedway is the site of one of the biggest [asphalt] racing schools in the country.”

Initially, Parker thought he would attract local race fans, but the interest nationally (and internationally), plus the results of his market research, have made him rethink his strategy.

In addition to race fans and drivers who are already enthused about the sport, Parker hopes to tap into the market of travelers attending conventions and other sporting events in the area. To that end, he has reached marketing agree-

ments with local hotels and is coordinating with the Charlotte Regional Partnership, an economic development organization, to promote Dirt Track Racing in conjunction with local events.

Green Racing?

Parker aims to make his business “green,” to the extent possible. “I’m trying to lessen the environmental impact: recycling tires and oil, and running unleaded fuel. Our Sprint cars run on alcohol, and once I get a handle on how much fuel we’re burning, I plan to purchase carbon offsets.”

The entire racing industry has moved in the direction of environmental responsibility, Parker says. For example, “Indy cars run on 100 percent ethanol now...A race track complex that is being built north of Charlotte is using green building materials.” Parker plans to align with those efforts in the industry, but also hopes to stay in touch with the Moore School as the school develops a new strategic direction, “sustainability.” “I’m trying to get guidance on what I’m doing,” Parker says, “And I want to leverage expertise at the business school.”

Green Flag for the Future

Next year, Parker’s goal is to continue operating the school at Carolina Speedway, but also to take the school on the road to other tracks around the Southeast. Eventually, he would like to have one permanent school and one traveling school ongoing.

And next February, Parker plans to wed fiancé Erika Mendofa in her home province of Guanacaste, Costa Rica. The business is a family affair—Erika is the official photographer/videographer for Dirt Track Racing and when school is in session, she also handles registration.

Their wedding is timed to precede race season, of course. For more information on attending Shawn Parker’s Dirt Track Racing School, visit his Web site at www.driveondirt.com.
In 2006, with his newly minted MBA in hand from California’s Monterey Institute of International Studies, Nickalus Johnson (BS ’01), faced a choice: he could accept a dream position with the internationally famed Monterey Jazz Festival, or he could come on board with “a virtually unknown ‘clean energy’ startup” called Blueline Power.

Although Johnson is a musician (voice and guitar) and had previously worked in the music industry, he decided to sign on with Blueline. His instincts and timing were perfect.

Today Johnson, 29, is part-owner of the Marina, California-based company, which has grown more than 500 percent in the past two years and expects to see its revenues at least double every year for the next five years.

“We’re nowhere near the height of the clean energy boom yet,” says Johnson, who notes that “more Clean Tech investing dollars were infused into clean energy technologies in 2007 than were invested [in DotCom companies] at the height of the DotCom era.”

But clean, renewable energy technologies can’t stay solely within U.S. borders, says Johnson, who served in the Peace Corps in Guatemala from 2003 to 2005. These technologies, he argues, also need to be exported to developing countries.

Which brings Johnson, a native of Myrtle Beach, full circle and back to his life’s passion: to return eventually to Central America or South America and bring his expertise in alternative energy technologies (particularly solar power) along with him.

He is already moving in that direction. Johnson traveled to Latin America this past spring to “see where there might be a need and an opportunity” for the company’s expertise. More trips are planned.

Installing commercial solar technology in sunny climes is one of Blueline’s specialties. (The firm also manages wind, biomass, and other alternative energy projects.) Among Blueline Power’s signature solar energy clients: Chartwell, a private school for elementary and middle school students in Seaside, California, that is the first school in the world built to the LEED Platinum standard—a “green” building certification; the Monterey County Weekly (“the first solar newspaper in the U.S.”), and an organic farming ranch in the California town of San Juan Bautista.

Sunny South Carolina is a prime candidate for more solar-generated power, says Johnson. But at the moment, South Carolina’s comparatively low energy rates don’t foster the type of competitive arena for renewable energy to flourish, and the state is several years behind other southeastern states such as Florida and North Carolina in terms of “setting the stage for their renewable energy infrastructure to really take root.”

If South Carolina catches up, though, Johnson and Blueline will be ready. “We’re already actively engaged in establishing forward-looking partnerships the Southeast market,” he says. And he is more convinced than ever that renewable energy is the wave of the future.

“Anyone not convinced of that,” Johnson says, “should look at Masdar City [in Abu Dhabi] to see where the massive oil wealth is being put to use.” Which is: constructing a “zero-waste, zero-pollution” city in the Middle East that will be powered totally by solar energy. Ground was broken for Masdar City in January 2008. It is expected to be completed in 2018.

Will South Carolina and the rest of the nation follow their lead?
—Jan Collins
Craig Heyward: Keeping on Track

Craig Heyward (MIBS'93), Founder and current Chief Financial Officer of Atlanta-based Discrete Wireless, Inc., can tell lots of stories about ways his company’s Web-based, Global Positioning System (GPS) vehicle tracking service has saved clients money – lots of money.

There was the $36,000 worth of unbaked pizza dough that was saved one day last year when a temperature sensor inside a customer’s truck was triggered, automatically sending an e-mail to the customer warning that the truck’s freezer was no longer keeping the air cold enough.

There was the driver nabbed offloading some of his truck’s expensive merchandise to an accomplice in a deserted parking lot. And then there were the fleet drivers who, it was discovered, regularly hung out at a strip club -- during working hours.

“We get stories like this all the time, every single day,” says Heyward, 44, who, with a college friend, launched the privately held company in the spring of 2000 in the face of the stock market meltdown.

Discrete Wireless – which provides a service that allows companies of all sizes to track their delivery and service vehicles via the Internet and manage their fleets from their desktop or wireless PDA – now has about 60 employees and nearly 5,000 customers in 48 states, Canada, and Mexico. The firm has grown 25-50 percent annually during each of the last five years.

The company has been so successful that Heyward and some of his shareholders are currently in negotiations with a Private Equity firm in the Northeast to sell their ownership positions in the business for a pretty penny – and then move on to other challenges.

Formerly an investment banker in New York City and Atlanta, Heyward always wanted to be an entrepreneur. So in 2000, after several years of facilitating transactions for other companies in his role as an investment banker, he and a college friend decided to take the plunge themselves.

His investment banking background and contacts allowed him to structure the organization and raise 100 percent of the capital needed to launch the company. And, he already had a working knowledge of GPS – the technology that tracks vehicles via satellites orbiting 11,000 miles above the Earth – from his experience with boating and boat navigation systems off the coast of Wilmington, N.C., Heyward’s hometown.

His partner supplied the other requisite knowledge to launch the new company: he had a background in wireless data systems and solutions.

The men modeled their new company after an existing vehicle tracking company named At Road. There were some distinctions between the two companies, however. Discrete Wireless was careful to make its GPS system “the most user-friendly in the business.” Most of their clients are small companies, often run by family members who aren’t necessarily tech-savvy but can use the Internet. “So we built this business around the idea of fully understanding who our target market was,” says Heyward. “My motto was, and is, ‘Keep It Simple.’”

Secondly, Heyward and his partner decided on a recurring-revenue-based business model, meaning all customers sign 3-year contracts for their vehicle tracking service, similar to the contracts people sign when they buy cell phones. Discrete Wireless bills its customers and gets paid for its service every month during the life of the contract, “whether we’re selling to new customers or not.”

And make no mistake – Discrete Wireless is selling very, very well. Its real-time, 100 percent Web-based GPS vehicle tracking system, says Heyward, “enables a fleet manager to reduce costs and increase overall operational efficiencies, eliminate time theft, lower insurance costs, prevent equipment damage, and positively influence driver behavior.”

The system’s popularity is soaring these days, too, for another reason: the spiraling cost of gasoline. To address this, Discrete Wireless’s system monitors vehicle speed, maps the most direct route for drivers, and also monitors trucks’ idling time, among other offerings. “If a driver idles his vehicle for 30 minutes while he goes into a Waffle House to eat, that’s a lot of gas at $3 or $4 a gallon,” says Heyward.

—Jan Collins
BMW Manufacturing Co. has pumped more than $8.8 billion into South Carolina’s economy, and for each job created at the company’s Upstate facility, 4.3 jobs are created throughout the state, according to a study released September 11 by the Moore School of Business.

The economic impact study was conducted earlier this year using data on BMW’s activity in 2007. “The immense impact of BMW is felt across the Upstate and throughout South Carolina,” said Dr. Douglas P. Woodward, professor of economics at the Moore School. Woodward and Dr. Paulo Guimaraes, also an economics professor at Moore, conducted the study.

BMW opened the plant in Spartanburg County in 1994.

The study stresses that as BMW invests and creates jobs for South Carolinians, it also demonstrates how businesses can successfully address environmental challenges and model sustainable enterprise.

“Given our School’s new theme of Sustainable Enterprise and Development,” said Moore School Dean Hildy Teegen, “I am often asked what we at the Moore School mean by ‘sustainable.’ BMW is a great example of a firm dedicated to sustainability. Like all companies, it depends on generating profit for its economic survival. But through its cutting-edge business practices and understanding of how to advance economic development in the markets where it participates, BMW has demonstrated that it is a responsible steward of the environment and benefits society at large.”

Findings include:

- The total economic output associated with BMW’s annual economic activities is more than $8.8 billion in South Carolina. This broad measure of economic impact includes sales of goods and services to BMW and its employees from in-state vendors.

- The employment “multiplier effect” – the ratio of total employment supported throughout the state to direct employment at the factory – is 4.3. A typical employment multiplier for South Carolina’s industries or services “is closer to 2.”

- The BMW plant in Spartanburg County generates $1.2 billion in wages and salaries annually and supports 23,050 jobs in the state of South Carolina.

- BMW’s net economic contribution (also called “value added”) to the state’s economy in 2007 was $1.9 billion.

- In 2007, BMW produced 157,530 units, of which approximately 60 percent were exported. The majority of the exports use the Port of Charleston; the employment and income impact on the port is not included in the study’s assessment.

- BMW is heavily involved in advancing automotive research through its investment in the Clemson University International Center for Automotive Research (CU-ICAR), and has invested $10 million to support two endowed chairs at Clemson. Overall, BMW has caused $50 million to be invested at CU-ICAR. In addition, BMW has an information technology research center (ITRC) on the CU-ICAR campus.

- The BMW plant, which has created 5,400 full-time jobs at the Upstate facility, announced in March 2008 that it will spend $750 million on construction to upgrade the factory and enhance its facilities between 2007 and 2010. Directly and indirectly, the study said, this construction activity will support approximately 5,000 jobs, contribute $256 million to value added, and add $200 million to the state’s labor income in 2008. The upgrade will help the Spartanburg County complex advance its effort to be a leading sustainable enterprise.

- The share of total South Carolina employment attributed to BMW’s activities is 1.2 percent. Direct employment at the plant accounts for 2.2 percent of state manufacturing employment.

As the study shows, BMW surely has an “outsized impact on the state’s economy” due to its presence as a “high-wage, final producer with extensive ties to local suppliers,” Woodward said.

A full copy of the report is available at http://mooreschool.sc.edu/moore/research.
“We have to have action,” said Professor Tim Koch, describing the current financial crisis on Wall Street to an overflow audience at the Moore School September 26. “The question is, what action, and who is going to manage it?”

Koch, chair and professor of finance, appeared with alumnus Tom Sargeant (BS ’80), chief financial officer of AvalonBay Communities, at a University of South Carolina Parents’ Weekend event at the Moore School that attracted a huge audience of parents, students, and businesspeople.

Koch recounted recent events that led up to the current crisis, including the failures of Bear Stearns and Lehman Brothers; the government rescue of Fannie Mae, Freddie Mac, and AIG; Bank of America’s purchase of Merrill Lynch; and more recently, the failure of Washington Mutual (WAMU). The federal government is now trying to build a “firewall” to stop the dominoes, Koch said.

Sargeant agreed with Koch. “We need to get something passed by Congress, that’s essential. If we don’t bail out Wall Street, everyone in this room will feel the effects of it.”

Sargeant told the audience the current financial crisis is due to “people, politics, and process…. The first place to try to understand the financial meltdown is that there was a natural demand for buying a home and for financing that home with a mortgage” as Baby Boomers (people) reached their prime home buying age in the mid-1990s. Second, government adopted policies to support homeownership (politics).

The third “P”, process, is the substance of the current debate. “Wall Street, in all their wizardry, found a way to take all those mortgages and encourage brokers to package them, bring them to Wall Street… and [Wall Street] redistribute[ed] these synthetic mortgages or securities out to anybody who is willing to buy.”

These are loans that “Freddie and Fannie wouldn’t make because there was no down payment, or no mortgage insurance on them, or very little documentation about where you work or even if you have a job,” Sargeant said. “Whether you could actually make the mortgage payment two years later when the reset rate happened really wasn’t a concern of the origination process.”

Combined with investors’ demand for very high interest, he added, “due diligence slipped.”

Koch and Sargeant agreed government action is needed soon. “We do need something to happen in terms of a program that will stabilize the markets,” Sargeant said. “And I’m sure hoping that today or over the weekend something will happen… the government will provide the rescue package that we need.” (Congress, of course, subsequently approved the $700 billion “rescue” package.)

Sargeant said the taxpayers should recoup much of the expenditures. “At the end of the day, bailouts will probably not end up costing us [taxpayers] a lot.”

“Housing values must stabilize,” Koch said. He predicted that part of the government solution will be conditions on mortgages, such as those proposed by Sheila Bair, chairman of the Federal Deposit Insurance Corporation, to stem the tide of foreclosures.

Koch said government bailouts are nothing new, “we have a history of it, we do this systematically.” But probably nothing rivals the scope of the current proposal. “We’ve never seen this, how complex this is, the liability.”

“It’s the end of the banking model that we’ve known,” said Sargeant. “Banks such as Morgan Stanley are no longer investment banks… they no longer create these synthetic products; they’ve become bank holding companies… and Wall Street as we know it has been reshaped.”

—Gail Crouch
May 2008 Commencement

Moore School deans and administrators welcome the grads for the Hooding on the Horseshoe May 8, 2008.

John Bachmann, Moore School’s Distinguished Executive in Residence, speaks to grads.

Honor Cord candidates await in eager anticipation.

Dr. Carolyn Jones presents Honor Cord during Cording Ceremony.

Grads relax with friends and relatives at the Graduation Breakfast Reception on the patio.

Graduation Breakfast Reception on Moore School Patio
Business Leadership Dinner 2008

Honorees (from left) R. Jason Caskey; Minor Mickel Shaw, daughter of the late Buck Mickel; David B. Holl; K. Susan Billiot; William M. Ginn; and Gary M. Parsons

Gary M. Parsons and Moore Dean Hildy Teegen

(Right to left) David B. Holl, Suzanne Janak Holl, and David Holl’s parents

(From right) The Moore School’s Libby Shropshire, honoree William M. Ginn, Ginn’s youngest son William, and Ginn’s wife Marilyn Bell

Susan Billiot on the stadium scoreboard
Dr. Kostova Elected Vice President of AIB

Dr. Tatiana Kostova, professor of international business in the Sonoco International Business Department, has been elected Vice President–Program of the Academy of International Business (AIB), the leading association of scholars and specialists in the field of international business, with close to 3,000 members in 71 countries around the world. This is a two-year position, in one of which she will serve as the program chair for the annual meeting of AIB.

Dr. Kostova has also been appointed to the editorial review board of the prestigious Academy of Management Review, the journal with the single highest impact rating in the field of management.

In 2007, Dr. Kostova was named by Essential Science Indicators as a “Rising Star” in the field of economics and business for the number of article citations she has received.

Roth Named AIB Fellow

Dr. Kendall Roth, chair and professor of international business, has been named an Academy of International Business Fellow by the Academy of International Business (AIB) in recognition of his scholarly contributions in the field. The honor of AIB Fellow is reserved for its most distinguished academics and practitioners.

Business Professor Named to Prestigious Editorial Position

Dr. Rob Ployhart, an associate professor in the Management Department and Moore Research Fellow, has recently been named associate editor of the Journal of Applied Psychology. The Journal of Applied Psychology is one of the top outlets for scholarly research within the management field.

Study on Latino Population Released

The Latino population in South Carolina is growing swiftly, and the majority are of Mexican origin, according to a study conducted by Dr. Douglas P. Woodward, professor of economics and director of the Division of Research at the Moore School.

Teegen Named Liberty Fellow

Dr. Hildy Teegen, dean, has been named a Liberty Fellow, among a group of 22 emerging leaders in South Carolina selected for the Liberty Fellowship’s Class of 2010.

The Liberty Fellowship is a statewide leadership initiative sponsored by Hayne Hipp, Wofford College and The Aspen Institute. The class was chosen from among business, government and nonprofit professionals throughout the state. Three others with a Moore School connection were also named Liberty Fellows: Mia Butler, founder and principal of McLeod Butler Communications, LLC, has served as an adjunct professor of communications at Moore School; J. Michelle Childs, chief administrative judge for General Sessions and Business Courts for the Fifth Judicial Circuit, earned her MA in personnel and employment relations from Moore School; and James (Jay) Cuthbert Self III, president and COO of Greenwood Mills, Inc., earned his MBA from Moore School.
Heads Named for Three New Initiatives at Moore

Directors have been named for three new initiatives at the Moore School. **Ernst N. Csizsar** will head up the Risk and Uncertainty Management Initiative; **Dr. Andrew Spicer** is the new Special Assistant to the Dean for Diversity Initiatives.

Csizsar, a nationally known insurance expert who once directed South Carolina’s Department of Insurance, will work with faculty and staff to design a new center focused on risk and uncertainty management. Approval for the center will be sought from the State Commission on Higher Education. Csizsar was South Carolina’s insurance regulator from 1999 to 2004. He is also former president and CEO of Property and Casualty Insurers of America, the largest property and casualty insurance association in the United States.

Spicer, associate professor in the Sonoco International Business Department, will caucus with faculty and staff to develop curricula and courses on the school’s new theme, Sustainable Enterprise and Development, which is being paired with Moore’s longtime focus, international business. He will also identify and support related research and forge relationships with relevant institutions and organizations.

Lopez, associate professor in the School of Accounting, will help set strategy, direct programs, and manage issues related to student, faculty, and staff diversity. This will include evaluating all aspects of the school’s practices related to diversity, including recruitment and retention.

**Dr. Malhotra Named a Fellow of the Decision Sciences Institute**

**Dr. Manoj K. Malhotra**, Jeff B. Bates Professor and Chair of the Department of Management Science at the Moore School of Business, has been named a Fellow of the Decision Sciences Institute in recognition of his “outstanding contributions in the field of Decision Sciences.” He is one of only 104 Fellows named since the Institute’s founding in 1968.

The award was presented in Phoenix, Arizona, at the 38th annual meeting of the Decision Sciences Institute (DSI), a professional organization of academicians and practitioners interested in the application of quantitative and behavioral methods to the problems of society.

**Senior Economist at Federal Reserve Joins Faculty**

**Dr. Allen N. Berger**, a longtime senior economist at the Board of Governors of the Federal Reserve System who is also a Senior Fellow at the Wharton Financial Institutions Center of the University of Pennsylvania, has been appointed the H. Montague Osteen, Jr. Professor in Banking and Finance at the Moore School of Business, University of South Carolina.

During the Spring 2009 semester, Berger will teach an undergraduate course on Financial Institutions and a graduate course entitled “Advanced Topics in Finance.”

Berger, 55, is one of the country’s most-published authors on a variety of topics related to financial institutions, and currently serves on the editorial boards of five professional economics and finance journals. He is past editor of the Journal of Money, Credit, and Banking, has co-edited six special issues of various journals, and is currently co-editing the Oxford Handbook of Banking.

Berger is an Extramural Fellow at CentER, the business and economics research institute at Tilburg University, the Netherlands; and secretary/treasurer of the Financial Intermediation Research Society.


A native of St. Louis, Berger received a Ph.D. in Economics from the University of California, Berkeley, in 1983; an M.A. in Economics from Berkeley in 1979, and a B.A. in Economics from Northwestern University in 1976.

“We are honored to have someone of Allen Berger’s caliber joining the faculty at the Moore School,” said Dean Hildy Teegen. “His exceptional commitment to rigorous scholarship that serves to guide leading practice in financial institutions today will allow us to further our international reputation for research excellence in finance.”

Teegen added, “We are most grateful to Mr. Osteen for his financial support for this endowed chair, allowing us to attract this world-class colleague.”

“Allen is one of the most respected researchers in the world on issues related to financial institutions,” said Associate Dean for Research and Academics Greg Niehaus. “In addition, his experience at the Federal Reserve Board, as well as his vast knowledge of the banking sector, will enhance the education provided to both undergraduate and graduate students at the Moore School. We are honored to have Allen join our faculty, and fortunate to have the Osteen Chair to attract someone of his stature.”
Global Supply Chain Operations Management Summit Held in Columbia

In 2005, the Moore School’s Center for Global Supply Chain and Process Management was founded to help companies improve their top- and bottom-line performance though better deployment of their existing resources, and also train students in real world applications of operations management concepts learned in the classroom.

This spring, some 35 undergraduate students majoring in global supply chain and operations management showcased the results of their consulting projects for these companies at the Center’s 2008 Annual Industry Summit, held at the downtown Marriott in Columbia.

The all-day event brought together 45 representatives of companies that are current or future Center members.

“We were very pleased with the overall outcome of our project and are definitely following up on the student recommendations,” said Donna S. Chavis, Director of Continuous Improvement at Colonial Life’s Continuous Improvement Office and one of the company representatives who spoke at the summit.

“The students identified opportunities that can save us millions of dollars,” said Norman Whitfield, Director of Supply Chain for Capsugel, a division of the pharmaceutical giant Pfizer.

Colonial Life and Pfizer are two of the seven companies that are current Center members. The other member companies are Sonoco Products Company, Johnson & Johnson (Ortho-Clinical Diagnostics Division), Palmetto Health Richland, Mead Westvaco (Chemical Division), and Westinghouse Toshiba (Nuclear Fuel Division).

Each member firm pays $30,000 annually to join the Center. A student team and supervising professor then conduct a semester-long consulting project for the firm aimed at helping improve its business performance.

Cotti’s Work Cited in The Boston Globe and in The Economist

Research by Dr. Chad Cotti, (former) clinical assistant professor of economics, which finds unintended consequences of smoking bans, made the news in The Boston Globe and was also cited in The Economist magazine.

Cotti, along with Scott Adams of the University of Wisconsin-Milwaukee, found that American cities and towns where smoking bans have been instituted have experienced an increase in drunk-driving and in fatal accidents involving alcohol. In their research, titled “Drunk Driving After the Passage of Smoking Bans in Bars,” published in the Journal of Public Economics, the authors found that smokers are driving farther to places where smoking in bars is allowed.

Dr. Doupnik Honored by Accounting Association

Dr. Tim Doupnik, Chair of the School of Accounting, a Moore Faculty Fellow, and the Cramer Fellow in International Accounting, received the 2008 Outstanding International Accounting Educator award from the International Accounting section of the American Accounting Association at the AAA annual meeting held in August in Anaheim, California. This award is presented in recognition of “exceptional academic and professional achievement” in the field of international accounting. Among his many achievements, Doupnik is a past president of the AAA’s International Accounting Section, and was listed in the International Journal of Accounting as the most prolific author in international accounting journals for the period 1980-1996.

Management Professors Among Most Influential Authors

A study in the Journal of Management finds that six management professors and two alumni of the Moore School are among the most influential authors in the field of management.

Six current faculty members are listed in the study titled “Scholarly Influence in the Field of Management: A Bibliometric Analysis of the Determinants of University and Author Impact in the Management Literature in the Past Quarter Century” (Journal of Manage-
Professor Keeps It Real
Local Businesses Benefit from Class Projects

Phil Bartlett, adjunct professor of management, has a mission every semester: find a local business for which his students can develop a strategic management plan. The project is a win-win: somewhat to their surprise, the students realize their expertise, and to their pleasure, the business owner comes away with practical proposals for taking their business to the next level.

One recent beneficiary of the students’ work was 17-year-old Justin Anderson, a local high school student who has had one career goal since age 6: to become a NASCAR driver. Beginning as a young boy racing go-carts, the Forest Acres resident has advanced to 600 Racing Legends Cars, Pro Division, and was named 2006 Team ML Driver of the Year. His goal is to raise $200,000 in sponsorships in 2008.

Bartlett says he was “amazed” with what the business students came up with; their ideas included a reality TV show on a Christian television network (Anderson’s enterprise is Christian-oriented), and “one group actually made contact with a NASCAR driving team to put him [Anderson] into a driver development program,” Bartlett says.

“We help businesses grow,” Bartlett adds. Several years ago, his class was tasked with helping an acupuncture center that was floundering. The owner walked away with “about 40 strategic plans…and she is still using many of the advertisements that the class gave her…. Her business is prospering today.”

Personal Path

Bartlett was a police officer for 18 years before beginning his teaching career. (He earned his MBA from Webster University while he worked in law enforcement.) Ironically, his first teaching position was in the prison system. He has also taught business courses at Limestone College, Coker College, Southern Wesleyan, and Midlands Tech.

His friend Bill Sandberg, associate professor of management, persuaded him to come to the Moore School. Bartlett has been teaching strategic management at Moore for eight years.

His “other” job is Director of Facilities Planning at USC’s School of Medicine, a role he assumed in 2006, after serving in various management positions for the school since 2001. He is currently overseeing the construction of a new seven-story, 240,000-square-foot School of Medicine facility on the Palmetto Richland Campus.

In His Spare Time…

Bartlett is also shepherding another cause dear to his heart: a non-profit corporation called Envision, created to build 4K schools in rural districts. The inspiration is the troubled school districts depicted in the 2005 documentary, “Corridor of Shame: The Neglect of South Carolina’s Rural Schools,” illuminating the poor conditions of rural schools along the I-95 corridor in South Carolina.

The project is well under way. “We have a board of directors, the architectural work is done, and the construction work will be done at cost. We will be applying for a grant through the American Institute of Architects and we’re looking at other grant sources…the facilities director at the S.C. Department of Education is assisting us with finding the first school district where we can build.

“We’re looking at this as a turnkey operation,” Bartlett adds, “where we actually give the facility to the impoverished school district for free… the goal is to have a groundbreaking within the next two years.”

If he weren’t busy enough, Bartlett is working on a nonfiction book with coauthor, Bradley Perricelli. The book, titled Tattooing in Jesus Land, is about the controversy around legalization of tattooing in South Carolina. And, yes, tattoo parlors, too, have been a case study in Bartlett’s class.

—Gail Crouch

ment, August 2008). They are: Dr. Richard B. Robinson, Jr., Dr. M. Audrey Korsgaard, Dr. Robert E. Ployhart, Dr. Elizabeth C. Ravlin, Dr. William R. Sandberg, and Dr. David M. Schweiger.

Two faculty members—Robinson and Schweiger—made the Top 150 List of Most Cited Authors, and, in fact, were among the top 1/2 of 1 percent.

The alumni are: Dr. Peter Davis (Ph.D. ’88), currently chair and professor of management at Belk College of Business, University of North Carolina-Charlotte, and Dr. William Turnley (MBA ’91, Ph.D. ’96), Kansas State University College of Business Administration.

The study looked at a core set of 30 journals and who published in them during a 25-year period from 1981 to 2004. Based on the data used, the University of South Carolina ranked 30th among the 100 most-cited universities in the field of management. The most influential authors and universities were identified based on an analysis of citation information from articles, notes, and reviews published. Citation data were obtained from the Institute for Scientific Information’s (ISI) Web of Knowledge relational database, the major source of citation information in the world.
Case Teams Perform Well

Undergraduate case teams represented the Moore School well this spring at international competitions.

An undergraduate case team reached the finals of the Global Business Case Challenge held at the University of Washington in April. This was the fifth time in six competitions that Moore School undergraduate case teams advanced to the finals of a competition. “No other school advanced to more than three finals in competitions,” says Pat DeMouy, case team advisor and lecturer of management at the Moore School.

He adds, “One of the more impressive facts is that all of the [Moore] students who participated in this competition were doing so for the first time.” Students who participated at the UW were: Daniel Williams, John Rupp, Sasha Noorani, and Sharan Dhaliwal.

A team competing at the UNCC (University National Case Competition) in Montreal, Canada, in January was the only team from the United States to advance to the finals, finishing fourth overall. Team members were John Huang, Jenna Gonsalves, Brad Hocking, and Andrew Schwark.

“The competition was very challenging to students, who were given the case, one computer, pads and pencils, and were to come up with a 20-minutes PowerPoint presentation within three hours,” says DeMouy. The UNCC was hosted by the John Moslon School of Business and Concordia University and involved teams from around the world.

A second team participated at the Marshall Case Competition at the University of Southern California in February. The Moore School team finished second in their divisional round. Team members included Katie Platzbecker, Joshua Rabon, Liam Golightly, and Andrew Schwark. Students were given 30 hours to come up with a plan to reverse the decline in circulation for The Los Angeles Times and to identify new markets and consumers. “The students did a wonderful job identifying the problem and coming up with a realistic solution,” says DeMouy.

DeMouy calls the Moore School students’ performance at competitions “amazing, when you consider we are only in our second full year. We have taken a total of 18 different students to case competitions while most schools will have a pool of maybe 6-8 students. This speaks volumes about the depth and level of talent we are developing at the University of South Carolina.”

—Gail Crouch
MHR Students Honored by Professional Organizations

Two Master of Human Resources (MHR) students were honored this year by professional organizations.

Rebecca Copelan (who completed her MHR degree in December 2007) was awarded a scholarship by the South Carolina Compensation and Benefits Professionals Association. Alana Swords, who entered the MHR program last fall, was named a Society of Human Resource Management (SHRM) Fellow. Alana is the first fellowship recipient.

Both Copelan and Swords were honored at a joint meeting of SCCBP and the Columbia SHRM in August at Seawell’s in Columbia.

Business Student Named USC’s Outstanding Woman of the Year

Tara Scheidt, a senior from China Grove, N.C., majoring in international business and economics, was named the University of South Carolina’s Outstanding Woman of the Year for 2008.

University officials honored Scheidt and four finalists. The award is given annually to an undergraduate who demonstrates exemplary academic achievement, service and leadership and who is actively involved in campus and community activities.

Scheidt, a student in the South Carolina Honors College, is the daughter of Mel Melton and Renee Scheidt of China Grove. She holds a Cooper Scholarship, one of the highest undergraduate scholarships awarded by the university. To be awarded a Cooper Scholarship, a freshman student must have a minimum 1350 SAT. Cooper Scholars receive $4,000 annually for four years of study.

A dual major in international business and economics in the Moore School of Business, Scheidt is the president of the Global Business Council, a student research group of the Palmetto Institute, an economic research firm aimed at increasing South Carolina inhabitants’ per-capita income. She plans to work in international finance after she graduates in May 2009.

Scheidt is a member of the USAV women’s club volleyball team at the university, Fellowship of Christian Athletes and Alpha Lambda Delta honor society, which twice selected Scheidt as one of 50 undergraduate emerging leaders nationally.

Moore School Undergraduates Drive Big Results in Marketing Chevy’s Environmental Initiatives

With a $2,500 budget and a national client, 13 Moore School undergrads got a chance this year to get in the driver’s seat of a real marketing agency. The students chosen for the prestigious Marketing Scholars Program were given their assignment at the beginning of the spring semester: in four short months, they were challenged to increase awareness of Chevrolet’s Fuel Solutions environmental initiative to design and build hybrid, electric, ethanol, and fuel-cell vehicles. Presenting to representatives from Chevy and Edventure Partners, the Marketing Scholars put up numbers that even the pros would have been proud to claim.

Under the direction of Dr. Stacy Wood, associate professor of marketing, and Kacie Dupuis, student CEO of the agency, the students first conducted marketing research to assess initial perceptions of Chevy as a “green” brand, and then developed an integrated marketing campaign to enhance this perception among their target population of college students. The campaign, titled “Think Green. Vote Chevy,” leveraged college students’ current interest in the political arena with campaign-styled advertisements, events, and promotions held on the Columbia campus during the semester. During the final promotional event that drew over 1,200 students, students voted on which fuel solution (hybrid, electric, ethanol, fuel-efficiency, and fuel-cell) they thought to be the most promising for future vehicles. While many students liked hybrid options, the winner was fuel-cell technology, which generates electrical power quietly, efficiently, and without pollution. Unlike power sources that use gas or other fossil fuels, the by-products from fuel cells are heat and water. Chevy has recently launched a test fleet of the hydrogen-powered fuel-cell Equinox SUV. This is the first large-scale launch of a fuel-cell vehicle in the United States.

Overall, the success of the Marketing Scholars emerged when the agency conducted post-campaign marketing research to see how perceptions of Chevy changed. The data show that the student agency increased awareness in the target population by almost 40 percent for Chevy’s hybrid vehicles and a whopping 100 percent for Chevy’s electric and fuel-cell vehicles.
“The University Has Always Had A Great Place in Our Hearts”

Owen G. “Bob” Shell, Jr. (BS ’60, Distinguished Alumnus ’92) and his wife Mary Ruth Trammell Shell (BS ’69) have been involved with the Moore School of Business at the University of South Carolina for a long, long time.

Shell, retired president of the Asset Management Group of Bank of America, came to the Columbia campus from Greenville in the mid-1950s to study business. Mary Ruth Shell, a Columbia native, worked as a student assistant while attending classes, and then as a secretary at the Moore School after her graduation.

So the couple is well-acquainted with the school. Now they are giving back by donating $25,000 to name two faculty offices in the Department of Finance.

“The University of South Carolina has always had a great place in our hearts,” says Shell, who now lives with his wife in Nashville. “Some of the success I’ve enjoyed really comes from the foundation I got at the University.”

He singles out retired Senior Associate Dean William Putnam, Distinguished Professor Emeritus Olin Pugh, and the late James Morris as faculty members “who all made a great impact on my life—in different ways.”

Shell tells the story of Putnam, then an economics professor, who gave Shell a failing grade—but did so charmingly. “I was a typical college kid not paying attention,” Shell remembers. “And Willie Putnam told me, ‘I’ve enjoyed you so much in class that I want you to come back and do it again.’” Shell passed the course the next time around.

He believes that the Moore School “has made great strides in distinguishing itself, especially in the International Business program. And having followed the careers of a lot of my friends, I think the University is putting out a good product.”

He is especially pleased that the Moore School “understands the importance of teaching students cooperative management. It’s important in any job to understand how to motivate people and encourage them to do better.”

Since retiring from the Bank of America several years ago, Shell says he has paid special attention to what makes a difference in the business world. His conclusion? That “getting a good education today is absolutely essential because of the global competition.”

So the Shells’ gift is a way of tipping their hats to the Moore School—and to the difference they believe the school is making.

Mike McCabe: From Offensive Lineman To Veteran Investment Advisor

J. Michael (Mike) McCabe (BS ’76, MBA ’80) came to the University of South Carolina from Knoxville, Tennessee, in the early 1970s and promptly became a star offensive lineman for the Gamecocks.

Today, he credits his academic degrees and his time playing football for much of the success he has enjoyed in the business world since graduation.

“Those years gave me the discipline, especially as I learned to balance athletics with academics,” says McCabe, senior vice president of Banc of America Investment Services, Inc. “They gave me the foundation to know what I needed to do—and the drive to do it.”

McCabe, who was named to the USC Athletic Hall of Fame a couple of years ago (“It was such a tremendous honor to be included
with those wonderful athletes of the past, especially because a lineman is not very visible. The success of a lineman is really dependent on teamwork.), thinks playing football also helped him learn to “continually adapt”—a vitally necessary skill in the world of investing. “Things have changed so much in this business over the last 30 years,” he says.

McCabe joined Bankers Trust of South Carolina in 1976, right out of college, and has been with that institution ever since, as it changed its name to NCNB, then to NationsBank, then to Bank of America.

He and his wife, Stephanie, who live in Columbia, are founding members of the Dean’s Circle. McCabe served on the Dean’s Circle 10th anniversary task force, and is also a member of the Business Partnership Foundation’s Board of Advisors. The McCabes are the parents of three daughters—one a graduate of the College of Charleston, one a graduate of USC’s School of Nursing, and the third a graduate of USC in sports management.

Why was the couple drawn to joining the Dean’s Circle early on? “We thought it was a unique organization,” he says, “a way to try to get more people involved in the [Moore] School. It’s nice to have a way that your voice can be heard, that can get you together with people several times a year to discuss things and find out what’s going on in the University.”

McCabe, who comes to campus several times a year for various events, adds that “it’s always good to give back to your school, but the more you can educate people and keep them in the loop, the more they feel they are part of things.” And, he is “pleased with how the business school has grown and adapted over the years, and has made a strong effort to be involved in the community.”

**Former Student Honors Dr. Travis Pritchett**

During his junior year at Carolina, John Harloe (MBA ’75), a history major, felt he had best diversify his education, and determined a minor in business administration would be beneficial to his future.

“Dr. Travis Pritchett taught the first class I took in the business school. By chance, I had another class with him the last semester of my senior year. I was always amazed at how much attention Dr. Pritchett gave his students….Shortly after mid-terms, he asked me to visit him in his office after class… He asked me what I planned to do with my life after I graduated, and then asked if I knew what an MBA degree was. At that moment I had never heard of an MBA degree. He gave me a careful explanation of what was required and what the benefits were. He told me to take the graduate admissions exam, and said he would like to sponsor my application for graduate studies in business.

“I followed his instructions and returned to his office with my scores. After finishing my last exam as an undergraduate, I arrived at the Russell House to clean out my mailbox for the last time. That was a sobering experience—the cruel world awaited me—but, inside that mailbox was my acceptance to the graduate school of business at USC!”

Harloe today is a small cap portfolio manager at Barrow, Hanley, Mewhinney, & Strauss, where small cap assets under management exceed $1.6 billion and total assets under management exceed $62 billion.

“A great deal of who I am today is the result of my days at Carolina and the Moore School of Business, with Dr. Pritchett’s direction,” says Harloe. “For over thirty years it has been a goal of mine to honor Travis, who is now retired, for the personal role he played in my life. I cannot tell you how wonderful the feeling is to give back to Carolina.”

Harloe has chosen to honor Pritchett—who is now retired—by establishing the S. Travis Pritchett Investments Scholarship, in the amount of $120,000, to support undergraduates interested in a career in investments.

“Every year one student with a major in investing will receive a scholarship in Travis’ name reminding everyone of his great works and inspiring other professors at Carolina to make a difference in the lives of their students,” says Harloe. “This gift will be matched by financier Darla Moore, magnifying its impact. A greater emphasis… on security analysis, portfolio management, and investment banking can only increase the Moore School’s Wall Street placements and prestige.

“I hope others will join me in giving to the Moore School of Business.”
Fostering Tolerance and “Different Ways of Thinking in This World”

In this era of terrorism and intolerance, James H. “Jed” Suddeth (MBA ’74), president and CEO of Charleston, South Carolina-based First Carolina Risk Management Advisors, hopes that his $100,000 gift to the Moore School will make a difference.

“Because the Moore School of Business has such a wonderful reputation on the international scene,” he explains, “I hope this study room [the money will likely be used for the Suddeth Group Study Room in the prospective new Graduate Center] will help the school foster—through commerce—tolerance of various cultures and religions and different ways of thinking in this world.

“If there’s any one commonality amongst all cultures and all countries, it’s probably commerce, and so I think there’s a real role the Moore School can play in that.”

Suddeth has a second reason, as well, for donating the money. “There aren’t many problems that can’t be solved through education,” he says, “and I think the Moore School being a real beacon in this state for excellence in education will hopefully provide the leadership at all levels so that people will have something to identify with and say, ‘We in South Carolina can be the best, so let’s all strive to do that.’”

Suddeth, a member of the Business Partnership Foundation’s Board of Advisors, has fond memories of his days at Carolina. Originally an electrical engineering major, he took an economics course one semester and “absolutely loved it.” He ended up earning his B.A. in Economics at USC in 1968.

Four-and-a-half years in the U.S. Navy followed, where he was stationed out of Pearl Harbor as a weapons officer and an engineering officer on submarines. Suddeth loved subs, but remembered he’d “stand on the bridge of that submarine and kind of dream about business. I loved business.”

So after finishing his Navy tour, Suddeth came back to USC and enrolled in the business school’s Master of Business Administration program. Several professors had a profound impact on him, he says, including now-retired Distinguished Professor Emeritus Olin Pugh, who told him, “Suddeth, you can do anything you want to do.”

Suddeth’s MBA—awarded in 1974—has stood him in good stead over the years. “I can’t count the number of times that the practical knowledge I gained in the MBA program has helped me,” he says.

He particularly recalls a business policy class where the professor, the retired vice president of a large manufacturing corporation, continually emphasized the necessity of verifying one’s data. “He would say, ‘Is the data accurate?’ I’ve never forgotten that,” Suddeth says. “To this day, I make sure I get as good information as I possibly can before I make a decision.”

Drucker Gift Honors Husband’s Commitment to Help

Ellen Drucker says her late husband, Ted E. Drucker, always spoke of helping individuals who were motivated and capable, but lacked the means to advance.

That view of him, combined with his “soft spot” for the business school, inspired Mrs. Drucker to establish the Ted E. Drucker Scholarship in the amount of $100,000 for rising junior and senior business students who are “motivated and capable,” but lack financial resources.

Ted Drucker earned a bachelor’s degree in accounting and economics from USC in 1956. He went on to a distinguished career with the federal government, beginning in the General Accounting Agency and rising to the position of Inspector General for the U.S. Department of Housing and Urban Development for the Atlanta region. He also earned a law degree, which Mrs. Drucker says served him well in his professional role.

His brother Dr. Meyer Drucker, a 1959 alumnus of the business school and a distinguished lecturer in the School of Accounting from the late 1990s until 2001 (he now teaches at Coastal Carolina), “guided me in the process” of establishing the scholarship, Mrs. Drucker says.

Mrs. Drucker says she admires the Gates Foundation for “intelligently” targeting those in need and choosing causes that will have the greatest impact. “While we are not on that level,” she says, it is her hope that her gift will similarly give a deserving student a leg up and that eventually, that individual will in turn make a lasting contribution to the world.

Johnson Gift to Fund Undergraduate Scholarship

Julia Stewman Johnson (BS ’67) has donated $375,000 for the Julia Stewman Johnson Scholarship Fund to support undergraduate scholarships in the Moore School. Selection will be based on academic achievement. Ms. Johnson’s gift will be matched by a gift from Darla Moore.

The University of South Carolina’s international business faculty has been rated #1 in research productivity by the Journal of International Business Studies.
John Troutman’s Gift Aims To “Keep the Momentum Going”

John C. Troutman, chairman of the board of Regions Bank of South Carolina, is a Moore School graduate (BS ’63, Distinguished Alumnus ’04). So is his wife, Lynda Lowe Troutman. So are the couple’s adult children, John Troutman, Jr. and Kendall T. King, as well as John’s daughter Courtney Kennaday.

“We’re a Carolina family, no doubt about it,” says Troutman, 69, who retired a few years ago as chairman, president, and CEO of Regions Bank.

The family’s longtime connection to USC is a big reason why Troutman, 2007-2008 chairman of the Dean’s Circle at the Moore School, has committed $100,000 to fund the John C. Troutman Group Study Room in the school’s planned new building.

This latest gift follows a directed bequest of $250,000—set up in 1997—to establish The John C. Troutman Chair in Banking and Finance at the Moore School. (That bequest is now worth close to $300,000.) In addition, Troutman has committed $75,000 to the USC-Aiken Convocation Center to establish the John C. Troutman Family Lobby there.

All told, that’s a nearly half-million-dollar commitment to USC from the Troutman family.

“The business school is really going great guns. We need to keep that momentum going,” Troutman says.

Troutman’s new $100,000 gift will be matched by Darla Moore, the school’s benefactress. “It’s real important that we match Darla’s generous gift,” says Troutman, who is former president and current member of the Business Partnership Foundation, the school’s liaison with the business community. “Darla’s gift has taken us to the next level, and a new building will take us to yet another level.”

Governor and Mrs. Hodges Say “Thank You” to the Moore School

When James H. Hodges (BS ’79, Law ’82, Distinguished Alumnus ’04) was elected governor of South Carolina in 1998, he promised that his administration would “focus like a laser beam on our schools.”

During his four years in office, Jim Hodges launched the state’s “First Steps” initiative for preschool youngsters in South Carolina and shepherded through a state lottery, with funds earmarked for new educational initiatives.

Now Hodges, CEO of Columbia-based Hodges Consulting Group, his wife, Rachel, and Billy Boan and Merideth Strawhorn of Hodges Consulting have donated $50,000 to the Moore School to establish the Governor and Mrs. James H. Hodges and Hodges Consulting Group Conference Room.

The gift will be matched by Darla Moore.

Hodges, who is president of the Moore School’s Business Partnership Foundation, said the benefits of his education at Moore prompted the donation.

“I have always been appreciative of the role [the Moore School] played in my education and career development,” Hodges explained. “Two decades later, as South Carolina’s governor, I saw the benefits of a strong business school. It provided assurances to South Carolina business interests that a diverse pipeline of well-trained graduates would be available for years to come. It also served as a great source of research and intellectual capital for state government as we prepared for the future.

“To sum it up, on a personal and professional level, our family viewed a contribution as a way to say thank you, and as a good investment in the future of our state.”

Rachel and Jim Hodges
A Supporter of Education At All Levels

H.M. “Monty” Osteen is interested in education at all levels. A retired banker and founding member of the Moore School’s Dean’s Circle, Osteen is chairman of the board of the National Science Center, an Augusta, Georgia-based organization created by the U.S. Congress to “excite America’s youth about math, science and technology.”

“We don’t have enough students in these areas in the pipeline,” he says, “and it’s really going to be a problem for our country’s worldwide competitiveness.”

Students at the Moore School of Business also benefit from Osteen’s interest and generosity: his $500,000 gift made to the school has established an endowment for a new Banking and Finance professorship. (See page 27.) Osteen’s longtime membership in the Dean’s Circle, too, attests to his support for education.

“I want to see the school of business continue to excel,” he explains, “and I’d like to see the school’s International Business model, if possible, applied throughout the entire school. It makes sense to take an area you’ve achieved excellence in and apply the same technique/model to other areas.”

Osteen, who earned a bachelor of arts degree in economics from the University of South Carolina in 1963 and a master’s in economics two years later, spent more than 30 years in the banking industry. He retired in 1996 from Bankers First Corporation, where he was president and CEO. (Wife Molly is also a USC graduate, earning her degree in 1965.)

His years at Carolina were good ones, Osteen says. He was president of Sigma Alpha Epsilon fraternity, secretary of the Interfraternity Council, and a member of the Gamecocks’ freshman baseball and senior tennis teams.

Today, he stays busy helping to oversee the National Science Center, whose mobile vans travel around the country demonstrating educational products to elementary and secondary students. Osteen also runs Financial Holdings of Augusta, Inc., his own “little investment company.”

And he continues to keep tabs on what’s happening at the Moore School, getting to campus occasionally. “I’m really pleased with how things are going,” he says, pointing to the international business program’s latest #1 ranking from U.S. News & World Report.

Original Dean’s Circle Member: Robert R. Anderson

Robert R. Anderson (BS ’67) grew up in a banking family (Anderson Brothers Bank) in Mullins, South Carolina. And so he always knew that he would make banking and finance his life’s work.

“You know,” he says, “it’s like a preacher’s son becomes a preacher himself. You see how things are done, and it gives you a leg up on the rest of the world.”

Today, Anderson is chairman of the board of Chattanooga-based First Volunteer Corporation, which owns First Volunteer Bank, a 19-branch bank serving Eastern and Middle Tennessee. He is also an original member of the Moore School’s Dean’s Circle.

A decade ago, why did he join the group that helps financially support the school? “I just have always been connected to the business school,” he explains, “and it seemed like a good thing to do.”

Anderson studied finance at the University of South Carolina and landed his first job upon graduation at First Union National Bank. He later became Executive Vice President at the National Bank of South Carolina, then moved on to Georgia to accept a bank presidency at Cohutta Banking Company. In 2001, he oversaw the merging of six community banks in Tennessee, with each location put under one name: First Volunteer Bank of Tennessee.

Anderson credits his studies at USC with helping to make him the successful banker he is today. “Absolutely,” he says. “Folks get into banking with almost any degree because it’s a people business. But if you have knowledge of how banks really work, and if you’ve had some good management classes and marketing classes and finance and economics classes, it gives you an edge. It really does.”

Husband of Doralynn Anderson (also a USC graduate) and the father of two grown children, Anderson likes to golf and read in his spare time. He also likes to follow the fortunes of the Gamecock football team. "I’d like to get back to South Carolina more often to visit,” he says, “but it seems like there’s always a full plate here in Tennessee.”

The economics department at the Moore School of Business is highly ranked in terms of research productivity per faculty member, coming in 39th out of 129 U.S. economics departments with doctoral programs, according to a recent ranking in Southern Economic Journal.
Continuing the Hipp Family Tradition: Supporting South Carolina and the Moore School

For nearly half a century, the Hipp family has been a loyal and generous friend to South Carolina and to the Moore School of Business.

Now Hayne Hipp, former chair and CEO of the Greenville-based Liberty Corporation, is continuing the family tradition by providing a major gift that will allow the school to establish a $3 million fellowship endowment for deserving graduate students enrolled in the International MBA (IMBA) program.

Hipp plans to provide the school with a cash gift of $720,000 over the next six years ($120,000 annually) that will be awarded in the form of three full fellowships. Each will be worth $35,000—the current cost of the IMBA resident program.

Three existing endowments from the Hipp family will also be consolidated into the new fellowship initiative, to be called the Hipp Fellowship. The gift will be matched by Moore School benefactor Darla Moore, making the total value of the gift $1,440,000.

“It’s an investment in the young people of the state,” Hipp said in an interview. “That’s where the future of South Carolina lies.”

The new fellowship, he said, was inspired by his family’s philosophy that earlier led to the creation of the Liberty Fellowship program—a statewide leadership effort sponsored by Hipp, Wofford College, and The Aspen Institute that “seeks to inspire values-based leadership among South Carolina’s leaders aged 25 to 45.”

The Hipp Fellowship at Moore will be awarded to “outstanding” IMBA students who are residents of South Carolina and demonstrate a desire to contribute to the good of society by making the state a better place.

“South Carolina is a unique state,” Hipp said. “While it has numerous pluses, it also has significant challenges, challenges centered around building successful businesses here in South Carolina. It is the wealth created by these businesses and reinvested here that has the potential to make South Carolina a better place for South Carolinians.

“We’ll be looking for individuals with a wide range of thought, a diversity of perspectives, a strong intellectual capability and curiosity, the commitment to work unselfishly and collaboratively and to give back to the state.”

Reena Lichtenfeld, director of recruiting for graduate programs at the Moore School, said the new fellowship “is significant not only to the candidates who will receive the award, but also to the South Carolina community as a whole. We are confident that the fellowship will attract the best and the brightest IMBA candidates within the state, and may encourage them to stay in South Carolina after their graduate career at the University of South Carolina.”

Hayne Hipp is the former CEO of the media giant Liberty Corporation that was purchased by Raycom Media in 2006. In the mid-20th century, Hipp’s father, the late Francis M. Hipp, helped grow the family business, which included Liberty Life Insurance Co. and Cosmos Broadcasting, into Liberty Corporation.

One of the buildings of the Moore School of Business is named in honor of Francis Hipp, a longtime supporter of the school and a founding member of the USC-Business Partnership Foundation (BPF).

Springs Company and TSC Foundation Contribute $100,000

The Springs Company, based in Lancaster, S.C., and the TSC Foundation have made a combined gift of $100,000 to establish the H. William Close Scholarship Fund. The Moore School’s benefactress, Darla Moore, will match the gift to go toward a still-to-be determined naming opportunity at the proposed new business school building.

The gift from the TSC Foundation, say Springs officials, was recommended by family members Crandall Close Bowles, Francie Close, Buck Close, Eli Close, Will Close, and Derick Close, who each contributed $10,000. The other $40,000 comes from The Springs Company, a holding company for various Springs business interests.

Memorial Fund to Honor ’92 MIBS Alum

Classmates of the late Helene Cannon Tyson (MIBS ’92) have established a memorial scholarship fund to honor Helene’s full life and successful career in international business. After a seven-year battle with cancer, Helene passed away at age 42 on February 15, 2008, at Kate B. Reynolds Hospice Home in Winston-Salem, N.C.

While a student at the Moore School of Business, Helene made many lasting friendships and will be fondly remembered by all her classmates. “Helene embodied the spirit of the international business program. She had a love of learning and a wonderful sense of adventure, which she illustrated throughout her life,” said classmate Melissa Lewis (MIBS ’92).

She was most recently director of marketing for Sara Lee Underwear and Sock Company. Prior to joining Sara Lee, Helene worked for Colgate-Palmolive in Paris, France.

If you are interested in contributing to the “Helene Tyson Memorial Fund,” you can make a donation either online or directly through the Business Partnership Foundation (checks made payable to: Business Partnership Foundation (note: Helene Tyson Memorial Fund), Moore School of Business, University of South Carolina, 1705 College Street, Columbia, SC 29208).
Dean’s Circle Annual Meeting

In 1997, the Dean’s Circle at the Moore School was founded to carry out a dual mission: provide a mechanism for alumni and friends to support the school financially, and give these supporters a chance to re-connect with each other on a regular basis. On October 3, 2008, nearly 100 members and friends attended the Dean Circle’s annual meeting, held in the Campus Room of the Capstone building on USC’s Columbia campus.

The group was welcomed by Moore School Dean Hildy Teegen. Dr. Harris Pastides, USC’s president, gave the luncheon address.

The Dean's Circle has more than doubled its membership over the past decade, numbering 170 as of June 30, 2008. The group includes business leaders, alumni, faculty, and staff who donate $1,000 or more annually to Moore’s unrestricted fund, which provides support for the school’s most vital needs. These include student scholarships, awards, and fellowships; faculty teaching and research; facilities to support innovative teaching and research; and program initiatives and services — especially in international business and sustainable enterprise and development.

Members are invited by the dean to special events, distinguished speaker presentations, and the annual luncheon, and they receive special communications that provide “inside” information about Moore School activities and upcoming events.
Mary Kennemur, former First Vice President and Regional Managing Director for Merrill Lynch and an alumna of the Moore School of Business, has been named executive director of the Business Partnership Foundation (BPF), the school’s liaison with the business community.

Dean Hildy Teegen announced the appointment July 10. “Mary Kennemur exemplifies the professional achievement and commitment to the Moore School of Business at the University of South Carolina that will allow the Business Partnership Foundation to meet its fullest potential in supporting the strategic direction for our school,” said Dean Teegen. “As a distinguished alumna of the Moore School and a long-serving member of our board, Mary’s intimate understanding of our school and its needs makes her the perfect leader for our foundation at this critical juncture. We look forward to working closely with the Business Partnership Foundation as we bring the Moore School to new heights.”

“This is an excellent appointment,” said Dr. Jerome (Jerry) D. Odom, executive director of USC Foundations. “Mary Kennemur is a ‘big picture’ individual who will quickly grasp the importance of all University Foundations working together to further the mission of the University of South Carolina.”

“We are fortunate to have someone of Mary’s experience and talent level join the Moore School team,” said BPF President Jim Hodges, former governor of South Carolina and CEO of Hodges Consulting Group in Columbia. “She will play a key role in the Moore School’s outreach efforts to key business leaders in and out of South Carolina.”

Kennemur was a 1975 Presidential Honors Graduate of the business school and was named a Distinguished Alumna in 2001. In 1998, she established the Mary M. Kennemur Scholarship at the Moore School for female students who require financial assistance.

Kennemur managed $90 billion in assets for Merrill Lynch during her tenure as Southeast Regional Managing Director. She was one of only nine Regional Directors nationwide and the only female at that time. She was also responsible for leadership development for all Regional Directors across the Americas. Earlier in her career, she worked for South Carolina National Bank, Petro Lewis Corporation in Billings, Montana, and for offices of Merrill Lynch in Colorado, Florida, Indiana and New York.

After 25 years on Wall Street, Kennemur said, “giving back to the community” is motivating for her.

Kennemur was elected a trustee of the BPF in 2005. In addition, she was the first female member of the South Carolina Retirement Systems Investment Panel. She currently serves on the Regional Board of First National Bank of South Carolina and on the board of United Way of the Midlands, and is a member of the Advisory Treasury Services Committee of Palmetto Health. She has also served with the USC Development Foundation, the Governor’s School of Math and Science, the Coastal Conservation League, and the USC Women’s Basketball Mentor Program.

Her proudest recent achievement, Kennemur said, is co-chairing this year’s United Way of the Midlands fundraising effort, which resulted in that organization’s most successful campaign ever.

Now Kennemur turns her keen financial eye to the Moore School. “For the business school to maintain preeminence, it is important to build a significant endowment and capital base in order to recruit and retain faculty and to create facilities that will attract these bright students,” she said.

“We have a wonderful story to tell and an exceptional product,” Kennemur added. “Dean Teegen has an incredible vision for the future of our University. I look forward to partnering with her, with colleagues across the University and with supporters to make that vision a reality.”

One aspect of the role that “excites” Kennemur is the education of “this next generation of business leaders who will have a broader focus than money... they will work toward goals such as environmental sustainability and economic inclusion.” Those goals for the global economy are in line with the Moore School’s new strategic direction of Sustainable Enterprise and Development, announced earlier this year.
Daniel Wallick (BS, Finance, ’91), is owner of Wallick Investments. He previously served as a proposal analyst with BlueCross BlueShield of South Carolina and as a broker with Merrill Lynch. He is a soccer coach in the Columbia United Football league and is treasurer of Cub Scouts Pack 733 and Knights of Columbus.

Alberts and Golightly Invent an Alarm Clock for Students

A G Innovations, Inc. is an electronics company specializing in the design and development of Good Vibrations, an innovative vibrating alarm clock designed for college students. The company was founded in May 2005 by Brendan Alberts (BS ’08) and Liam Golightly, a senior from Princeton, New Jersey, majoring in international business and finance, and is housed in the USC Columbia Technology Incubator. By utilizing a variety of the university’s resources and academic departments, A G Innovations has raised more than $30,000 worth of legal, engineering, marketing, and consulting services. The company is currently collaborating with Dr. David Rocheleau of USC’s Mechanical Engineering department on the development of a prototype, as well as pursuing opportunities to network with potential investors.

Alumna Sister Carol Keehan Named Most Powerful Person in U.S. Healthcare

Sister Carol Keehan (MS ’80, Distinguished Alumna ’00), president and CEO of the St. Louis-based Catholic Health Association of the United States (CHA), has been voted the most powerful person in U.S. healthcare by the readers of Modern Healthcare. She is the first woman to make the top spot since the Top 100 list was introduced seven years ago. Modern Healthcare is the country’s only healthcare business news weekly. Keehan’s competition included former GOP presiden-

Distinguished Alumni and Service Award Winners for 2008 Are Honored

Five alumni and a longtime friend of the Moore School of Business were honored May 2 as recipients of the Moore School of Business’s 2008 Distinguished Alumni and Service Awards.

The awardees or their representatives received the awards at the school’s 13th annual Business Leadership Dinner and Awards Program, held at The Zone at the University of South Carolina’s Williams-Brice Stadium. This was the 23rd anniversary of the awards themselves.

Four Alums Recognized Among “20 Under 40”

Four of the Moore School’s own were recognized by The State newspaper earlier this year in the feature, “20 Under 40”, which recognizes young business and community leaders. They are: Nathan Leaphart (BS, Accounting, ’01), chief financial officer and corporate controller, Glassmaster Co., in Lexington, S.C. Leaphart previously served as an accountant with C.C. McGregor & Co. and as a senior accountant at Elliott Davis. For two years he has served as treasurer of Lexington Race Against Hunger, a fundraiser for organizations that feed the hungry.

Eric Jenkins (BS, Economics, ’94), has risen through the ranks of banking, beginning as a teller with C&S Bank, to now hold the position of president, Palmetto Health Credit Union. Under his leadership, the credit union has grown from $5 million in assets to $50 million. He also serves on the Lexington 1 School District Parents Advisory Council.

R. Jason Caskey (BS, Accounting, ’90), is a partner at Elliott Davis and chairman of the accounting firm’s executive committee. He was previously a partner at Tourville, Simpson & Caskey. He serves on the board of the Juvenile Diabetes Research Foundation and is a member of the USC Business Partnership Foundation Board of Advisors.

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tial candidate Mitt Romney and California Gov. Arnold Schwarzenegger, as well as Microsoft Corp. Board Chairman Bill Gates, Senator Hillary Rodham Clinton, and President-elect Barack Obama.

Keehan says her mission is to ensure that the United States develops a “fair and just health care policy” for all its citizens, including the 47 million-plus Americans today who have no health insurance.

A registered nurse by training and a former hospital administrator and executive, Keehan came to the Moore School in 1978 to enroll in the Master of Science in Business Administration program, majoring in healthcare financial administration. She was profiled in the Summer 2007 issue of Moore Business.

Keehan has been a member of the Daughters of Charity for more than 40 years. She was named president and chief executive officer of CHA in October 2005.

The readers of Modern Healthcare nominated candidates for the 2007 ranking via the publication’s Web site, modern-healthcare.com. Readers submitted more than 12,600 nominations, up nearly 40 percent from the year before.

**Talbots Win Award**

**Greg Talbot** (IMBA ’98) and **Aimee Talbot** (IMBA ’01) are co-owners of EuroLux Antiques in Newberry, S.C., which has been selected as the Rural Small Business of the Year for 2008 by the S.C. Department of Commerce. The Talbots sell fine European antique furniture and accessories out of their 3,700-square-foot showroom on Main Street in Newberry. However, 95 percent of their sales happen on the Internet, according to Aimee Talbot. “We’ve shipped to 48 states and more than 20 foreign countries.” EuroLux has been in business for four years. The company’s business plan was originally written as an entrepreneurship class project in 2001.

**Van Vranken Completes Marathon, Raises $2,500 for Charity**

**Bryan Van Vranken** (IMBA ’04) completed the New York Marathon last November in a very respectable 3 hours, 45 minutes, even experiencing a “burst of energy” at mile 24 to help him sprint through Central Park to the finish.

But what satisfies him most, Van Vranken said, is the $2,500 he raised for Wings of the World and conflict-displaced children in Nepal. In fact, he planned to “personally go shopping in Katmandu in December...and purchase enough shoes for at least two of the orphanage homes, which house approximately 100 children.

“They may not run a marathon, but at least they will have fresh shoes to get back and forth to school,” Van Vranken said in a thank-you letter to family and friends who supported him in his cause.
MIBS Class of ’77 Members Marvel at Marriage Fit for a Maharajah

Five graduates of the class of ’77, along with their spouses and a niece, made the trip of a lifetime to the subcontinent to attend the marriage of Rajita Shah, daughter of Rajen Shah, also a member of the MI BS Class of ’77.

Way back in 1977, Rajen Shah was headed home to India after the MI BS graduation to get married, and he was kind enough to invite his MI BS classmates to attend the ceremonies. At that time, most of us were either starting new jobs and/or couldn’t afford to make the trip. Only one of our classmates, Shigeru Sekine, actually attended Rajen’s wedding.

Fast-forwarding to April 2007, our class held a 30th year reunion in Columbia, S.C. Rajen Shah not only came to celebrate the occasion but also invited us to attend the wedding of his daughter, Rajita, in Surat, state of Gujarat, India. A few additional e-mails attested to the sincerity of the invitation, and five classmates were suddenly busily making plans for the big trip: Ted Burgess (MI BS ’77) and his wife Del; Kevin and Nancy Corrigan (MI BS ’77 merger); Shigeru Sekine (MI BS ’77) and his wife Toshiko and their niece Sara; and Bob Stricker (MI BS ’77) and his wife Lucie. All found themselves applying for visas and buying air tickets to India from Atlanta, Los Angeles, Tokyo, and Detroit. As Ted Burgess commented, “Who would have thought we would be drinking beers in a Mumbai hotel one night!”

The wedding was quite a lavish affair, consisting of five events over the first three days of February 2008. The hospitality of Rajen’s family and friends was overwhelming, and we all were completely taken care of during our wonderful stay in Surat. All enjoyed experiencing the Hindu traditions and taking part in the lunches, dinners, and receptions. At the Mehendi Dinner, the ladies got their hands decorated with henna. We all danced and enjoyed the dance show at the “Bollywood-style” Saturday night party. The men wore kurtas and the women wore saris to the traditional Hindu wedding ceremony on Sunday.

Most of us, as well, were able to visit Mumbai, Agra (Taj Mahal), Jaipur, and New Delhi. We all gained a great appreciation for the culture and the history of India, but the most overwhelming part of all was the graciousness of the people.

—Nancy Corrigan (MI BS ’77)
Alum Makes First Stage of PGA Qualifying

Ian Schneider, a 2006 USC Honors College and Moore School graduate, advanced to the first stage of qualifying for the PGA Tour this year.

While Schneider did not advance to the second stage, he continues to compete in the NGA Hooters tour, competing in his first tour event in Guatemala in February. He finished in a tie for 35th out of 120 golfers. In addition, he will continue to play on the Tarheel Tour, and, he says, in a “handful” of Nationwide Tour and PGA Tour Monday qualifiers, including the Wachovia Championship, the Wyndham Championship, the BellSouth Classic, and the Nationwide Rex Hospital Open in Raleigh, N.C.

The Charlotte, N.C., native shot rounds of 71, 72, 66, and 73 to finish at 6-under par after four rounds at the Cypresswood Golf Club in Spring, Texas, to qualify for the PGA. Schneider was tied for 27th place among the top 72 players in the field who qualified for the first stage of PGA Tour Q School qualifying.

After graduating from USC Columbia, Schneider went on to play golf at USC Upstate, where he helped lead the Spartans to a second-place finish in the 2007 NCAA Division II National Championships.

Sponsorships are critical to competing in the early stages of PGA play, and Schneider has formed Schneider Golf, LLC to market himself and generate sponsorships. Schneider can be reached at iphs@hotmail.com.

IMBA Alumnus Swims Long Island Sound

Alumnus Grant Johnston (IMBA ’02) swam 16 miles across Long Island Sound in 6.5 hours during the St. Vincent’s Swim Across the Sound this past year, well surpassing his goal of 7.5 hours. He was the first-place male finisher and 2nd overall. Johnston personally raised $3,600 for cancer patients and their families.

For two previous years, Johnston swam on a relay team in the event that begins in West Beach, Port Jefferson, New York, and ends at Captain’s Cove Marina, Bridgeport, Connecticut. Johnston’s relay team, Westport Swim Club Lane 3, placed first in 2006.

Johnston has swum competitively since high school—he was a member of the North Carolina State University swim team during his undergraduate career, and swam with a U.S. Masters Swim team in the late 1990s.

Johnston fits swimming around his busy career as a risk manager for GE Healthcare Financial Services in Bethesda, Maryland.

A study in the Journal of Management finds that six management professors and two alumni of the Moore School are among the most influential authors in the field of management.
Alumna Gabriele (Koebler) Clark Is New Director of Alumni Relations

Gabriele (Koebler) Clark (BS ’93, MIBS ’96) joined the Moore School of Business this summer as Director of Alumni Relations.

Clark most recently served in Mexico for PPG Industries as Global Director of Business Process Improvement in the Automotive Coatings area, where she was responsible for leading change to a more quality-driven organization by establishing an infrastructure to support increased utilization of Lean and Six Sigma methodologies to deliver improved business results.

At Moore, she will be “focused on further strengthening the partnership between the alumni community and the Moore School through value-added programs,” Clark says.

Dean Hildy Teegen, who announced the appointment, said Clark’s “multinational corporate understanding and success and her deep commitment to promoting advancement for this institution are a perfect coupling, and we look forward to her leadership of this key dimension of our school’s strategic future.”

Clark began her career with PPG—a Fortune 500 company that manufactures coatings, chemicals, and glass—as an internal auditor and advanced through a series of finance positions in Birmingham, England; Paris, France; and Detroit, Michigan. She was then named Global Product Manager for automotive clearcoat and was responsible for new product development. She transitioned to Mexico as Project Manager for automotive coatings before assuming her most recent role.

During her time at PPG, Clark was an avid supporter of the Moore School. As the key link between PPG and the business school, she recruited students for full-time jobs and secured numerous internships for graduate students over the years. She also served as president of Moore’s European alumni group and then, along with a committee of alumni, founded the global alumni organization, GAIN, and served as its first president.

A native of Germany, Clark grew up in Spartanburg, South Carolina, and has also lived and worked in Belgium, the UK, France, Germany, and Mexico. She speaks English, German, French, and Spanish.

Clark earned her International MBA (IMBA) at the University of South Carolina in 1996 as a graduate of the former MIBS (Master of International Business Studies) program. She also holds a Bachelor of Science degree in Finance and Management from USC. Clark serves as a member of the Board of Advisors of the USC Business Partnership Foundation.

Clark’s husband, Jim Clark, is also a graduate of the MIBS program at Moore. He earned his degree in 1999.

Captain Outback and the Co-Pilot

When Jim Key (MIBS ’94) planned an extended trip through Australia with his two-year-old son, Alex, some friends said he was “brave.” Most said he was “crazy.”

Two months and 10,000 miles later, father and son are back at home in San Francisco and better for the experience.

The two survived floods, crocodiles, jellyfish, teething, meltdowns, and a bull in the road. Little Alex was sick once during the trip—he had a fever and cough. Key found the emergency care in Australia to be both high quality and affordable (lessons for the United States?).

Key’s blog is an excellent primer on traveling in Australia, and certainly would be of interest to anyone traveling with small children. He offers a detailed itinerary with practical tips on transportation (such as buying a used car for the road trip) and accommodations. One of his more inspired ideas: make one piece of your baggage a cooler. In addition to keeping food cool, it doubles as a container for odd items, such as a toddler seat and stuffed toys, and it can be left behind when you leave the country.

To read all about the adventures of Captain Outback and the Co-Pilot, visit www.roadtripoutback.blogspot.com.

MIBS Class of ’83 Celebrates 25th Reunion in Miami

The MIBS Class of 1983 celebrated their 25th reunion May 1-4, 2008, in Miami, Florida. Lisa Ware and her friend, Ron Drucker, put together an outstanding event that included an island-themed welcome reception on the Parkview Terrace at the South Beach Marriott with heavy hors d’oeuvres, steel drum entertainment, Biscayne Bay Sightseeing and Lunch Cruise onboard the “Venetian Lady” on Saturday, and a cocktail and dinner banquet in the South Pointe Ballroom at the South Beach Marriott on Sunday.

Lisa had the monumental task of trying to locate members of their class, who, at the time of their graduation, did not have the benefit of e-mail or the Internet to help them keep in touch. Alumni from their class were located in Australia, Brazil, Venezuela, Germany, Spain, California, Nevada, Colorado, South Carolina, New York, Washington D.C., Georgia, and Michigan.

Louis Dessau, who is Director of International Affairs, said, “The attendance was significant, and all were pleased to get together again. We need to have their 30-year reunion in Columbia!”
The MIBS Class of ‘77 has honored Dr. W. R. “Randy” Folks, Jr., Distinguished Professor Emeritus of International Business, in a big way: they have created The William R. Folks, Jr. Fellowship in the amount of $250,000.

The fellowship(s) will be based on academic achievement and awarded to students enrolled in the International Master of Business Administration (IMBA) program, with preference given to children of graduates of the Master of International Business Studies (MIBS) program.

“Dr. Folks always described our class as ‘eclectic,’” says Nancy Corrigan, a member, along with husband Kevin, of the 1977 MIBS graduating class. “Our class included… students from Brazil, Colombia, Greece, Hong Kong, India, Japan, Romania, and Vietnam. Our undergraduate majors varied widely and included not only business administration, but the social sciences, mathematics, engineering, computer technology, and foreign languages.” As only the second entering class of MIBS students, the ‘77 class was offered Portuguese and German language tracks, in addition to Spanish and French.

The group held a class reunion this year in April in Columbia, with 19 members of the graduating class of 57 in attendance. “It is very unusual for a post-graduate class to jell socially the way ours did,” says Corrigan. “About 35 of us remain in touch to this day.”

“Shigeru Sekine [CEO and president of Nikko Chemicals Co. Ltd.] actually initiated the idea of the class fellowship,” she added. “He resides in Tokyo and over all these years has steadfastly promoted USC and MIBS/IMBA in Japan. We chose to name the fellowship in honor of Dr. Folks since he is one of the original architects of the MIBS/IMBA program (and continues to teach IMBA students today), and clearly established the academic rigor which propelled the program to such international recognition.”

A matching gift from Darla Moore will allow the designation of a classroom in the Moore School’s new facilities in honor of “MIBS Class of 1977.”
Dr. Oliver G. Wood, Jr., BS ‘58, MBA ’63, was named economist-in-residence at the Charleston (SC) School of Law, where he will help students and faculty better understand economic issues. Wood, who retired from the Moore School in 1994 as Distinguished Professor Emeritus of Finance, earned his doctorate in economics at the University of Florida. He has been a consult-
ing economist in various state and federal courts for many years, and is an organizer and founding director of Republic National Bank in Columbia. He is also a founder and vice chair of BankMeridian in Columbia and Hilton Head.

1960-1969

Wayne Rushton, BS ‘65, retired April 3 after 43 years with the Office of the Comptroller of the Currency in Washington, D.C. As a member of that agency’s Executive Committee, he served in a dual capacity as Senior Deputy Comptroller for Bank Supervision Policy and Chief National Bank Examiner. Rushton played a key role in many of the most significant financial events of the last 30 years, including helping to resolve the savings and loan crisis of the 1980s and ’90s as an executive at the Resolution Trust Corporation.

1970-1979

Tarek Hallaba, MIBS ’79, has joined Georgia Pacific as president of EMEA (Europe, Middle East, and Africa) Consumer Business. He will be based in Brussels, Belgium. Hallaba joined Georgia Pacific from the Colgate-Palmolive Company, where he was President-Global Personal Care. He also worked for Colgate in other positions in Central Europe/Russia, Latin America, France, New Zealand, Egypt, the Ivory Coast, and the United States.

1980-1989

Vicki B. Arthur, BS ‘80, vice president, Global Corporate Accounts for Sonoco, has been elected a corporate officer. She was recently named to head the global corporate accounts program, which coordinates all aspects of Sonoco’s business relationship with several of the company’s largest global customers. Arthur, who joined Sonoco in 1984, holds an MBA from Duke University and is a Certified Public Accountant. Hartsville, S.C.-based Sonoco is one of the world’s largest global packaging companies.

Deaths


Deaths

Courtney Savannah Burgess, daughter of Lisa Williams Burgess (BS ’99, MBA ’01), and Wesley Burgess, December 22, 2007. (See photo below.)

Emma Ruth Lawrence, daughter of Jill (Hutchinson) Lawrence MBA ’97, and Michael Lawrence, March 27, 2008.

Maya Ismaela Josephina Muhammad, daughter of Makhtar Muhammad (BS ‘88) and Darlene Miller Muhammad (BS ‘92), November 8, 2007.
Barry L. Saunders, BS ’81, MBA ’89, vice president, corporate controller and chief accounting officer of Sonoco, has been elected a corporate officer. Sanders is responsible for all corporate accounting/financial reporting, the financial shared services center, and all business unit finance activities globally. He joined Hartsville, S.C.-based Sonoco, one of the world’s largest global packaging companies, in 1989. Saunders is a Certified Public Accountant.

Todd Vermilyea, BS, ’87, Ph.D. ’98, assistant vice president in the Federal Reserve Bank of Philadelphia’s Supervision and Credit Department, was a guest speaker at the Moore School of Business this spring. He discussed subprime loans and related industries in the South. Neuenhauser is a Greer, S.C.-based company that provides solutions for the textile and apparel industries.

Barry L. Saunders

1990-1999

Charles Bondo, BS ’95, writes that he is currently in Bluffton, S.C., with the landscape architecture firm of Wood + Partners, which works on projects throughout the Southeast and the Caribbean. He earned a master’s degree in landscape architecture from the University of Florida. Previously, he was Division Head of Tourism Management for the City of Charleston, S.C.

Benjamin M. Cunningham, Jr., BS ’96, has been promoted to vice president of finance for Palmetto Health. Previously, he had been the controller for about six years while overseeing the financial record-keeping and reporting for the three-hospital system

Ellis R. Lesemann, JD/IMBA ’96, a partner in the Litigation Department of Parker Poe Adams & Bernstein, LLP, has been appointed to serve as Chair of the Lowcountry Food Bank Board of Directors. The mission of the food bank is to feed the hungry in South Carolina’s 10 coastal counties. Lesemann, whose practice focuses on the litigation of disputes involving business, construction, real property, and employment issues, was named to the Charleston Regional Business Journal’s ‘Forty Under 40’ list in 2006. He is also a member of the Young Carolinians Steering Committee, South Carolina Historical Society.

Reka Ferencz Mosteller, IMBA ’99, is Area Manager of the Aiken Small Business Development Center, which has won the 2008 Small Business Development Center Excellence & Service Innovation prize, the first-ever such award. “The Aiken Small Business Development Center has consistently exceeded its performance milestones,” says a press release from the U.S. Small Business Administration.

Samer (Alajeh) Ojjeh, BS ’95, is a Principal in Asset Management Advisory Services with Ernst & Young in New York City. He earned an MBA at Pace University in 1997. He writes that he married classmate Danielle Hagan Ojjeh, IMBA ’95. The couple has four children: Miriam, Zachary, Sophia, and Isabelle.

Dallas E. Reeves, BS ’99, MBA ’04, is now Business Line Vice President of Volvo Construction Equipment’s new Road Machinery Business Line in North America. Road Machinery is the recently acquired division of the Volvo Construction Equipment division of Volvo AB. Volvo purchased the Road Machinery business from Ingersoll-Rand. Reeves has more than seven years of experience in the construction equipment industry, beginning his career with Roadtec, then J.W. Burress, then Arrow Equipment, and then Ingersoll-Rand. Reeves and his wife Katherine and their son, Dallas, Jr., have relocated from Shippensburg, Pennsylvania, the headquarters of the Road Machinery Business Line in North America, to Asheville, N.C.

Jillian Lawrence, MBA ’00, has been promoted to managing director of Wachovia Securities Corporate and Investment Bank. She is based in Charlotte.

2000-2007

Kendra L. Boehme, BS ’03, was promoted from analyst/underwriter to commercial real estate lender for Regions Bank. She lives in Atlanta.

Gordon S. Church, MIBS ’02, writes that he has been assigned to the U.S. Embassy in Berlin, Germany, as an Economic Foreign Service Officer for the U.S. State Department. He can be reached at GordonSchur@yahoo.com.

Emily Curlee, BS ’03, is Area People Director in the Human Resources Department of Waffle House, where she is responsible for hiring, training, retaining, and developing managers for 37 restaurants in the chain. She lives in West Columbia, S.C.

April B. Dendy, BS ’03, graduated from the University of South Carolina School of Law in May 2006 with a J.D. degree. She then attended NYU’s Law School in 2006-2007, earning her Master of Law in Taxation. Currently, she is a corporate tax attorney for Nelson Mullins Riley and Scarborough in Myrtle Beach.

Brian Kressin, MIBS ’01, left the United States in June 2008 for a two-year consular tour at the U.S. Embassy in Moscow. Kressin had completed a two-year consular position in June 2007 in Taipei, Taiwan, then returned to the U.S. to study Russian in preparation for his posting to Russia.

Raphael S. Miolane, MBA ’01, has been promoted to Project Leader/Engagement Manager at the Paris office of The Boston Consulting Group. He is an active member of the Consumer Practice Area and a worldwide thought-leader at the BCG Strategy Institute.

K. Michael Moschella, MBA ’02, received a Sterling Performance Award from BB&T Corporation for being a top Area Executive in the Gulf Coast Region of Florida. He is Area Executive and Senior Vice President at Branch Banking &
David B. Holl
(MBA 1984, Distinguished Alumnus 2008)

Title: President and Chief Executive Officer, Mary Kay Inc.
Hometown: Born in Decatur, Illinois; raised in Greenville, South Carolina, and Schenectady, New York.
Family: Married to Texas native Suzanne-Janak Holl for 21 years. Daughters Brittany, Sara, and Rachel.
Age: 48
Education: B.S. degree in Finance, Clemson University, 1982.
MBA from the Moore School of Business, University of South Carolina, 1984.

How does the cosmetics industry differ from the oil and banking industries—your previous areas of expertise? “Oil and banking are commodity businesses, whereas at Mary Kay, we’re a brand, so protection of our brand and providing great customer service is paramount.”

What special challenges have you faced at Mary Kay? “At the beginning of this decade, we were so U.S.-centric at Mary Kay that it just dominated our thinking. Recently, we hit 50/50, meaning that 50 percent of our revenues now come from our international business. But it’s been a challenge to restructure our company to give people the right roles and responsibilities to reflect our booming international business.”

Will Mary Kay ever stop providing its products via direct selling? “We will never bypass our consultants. We have great products, but our sales force is Mary Kay’s competitive advantage, and the trust we have with our sales force is key. We don’t—and won’t—compete with our sales force.”

Childhood ambition? “The one thing I always wanted to be was a professional baseball player. But when reality set in during high school, I knew that I wanted to be in business of some sort because I was always good at analyzing numbers.”

First job? “My first first job was being a paper boy. But the first job where I actually got a paycheck was working in a restaurant in Schenectady. I cooked and cleaned tables and made ice cream cones.”

Best business advice you ever received? “Don’t let your life make your decisions. Let your decisions make your life.”

Business advice you give young people: “I tell them, ‘It’s easier to rise to the top if it looks like you belong there.’ And this isn’t about how you dress or how you look. It’s more about, are you professional? Do you demonstrate passion for your job? Are you a leader? How well do you communicate?”

Greatest lesson learned? “Be decisive. Sometimes a quick ‘no’ can be better than a painfully slow ‘yes.’”

Last favorite book read: Wild Fire by Nelson DeMille

What else should people know about you? “When people hear me talk, they know where I stand. They may not agree with me, but they know the position I’m taking didn’t come about lightly.”

Marie Connett Porceddu, PMBA ’03, was promoted in September to chief executive officer of A Rocha International, a Christian nature conservation organization that is active in 18 countries, from South Africa to Canada, New Zealand to Brazil, and Lebanon to India. Porceddu is based in Arles, France, and Cambridge, U.K. She holds a Ph.D. from Cornell University.

Cindy Ross, BS ’07, has accepted a position as Staff Accountant in the Audit and Assurance Area of the Columbia, S.C., office of McGregor & Company, LLP.

Brian D. Sheehy, IMBA ’05, is the new National Account Manager for Jarden Applied Materials, with primary responsibility for managing the company’s trimmer line and head accounts. He will be based in Columbia as part of the firm’s Consumer Products commercial team. Sheehy earned a BS in economics from Clemson University and an MBA from Wien University of Business and Economics in Vienna, Austria. After earning his International MBA at the Moore School, Sheehy worked for Avaya, Inc., most recently as a senior manager of product strategy and analysis.

MIBS Class of ’92 Sweet 16 Reunion, Miami Beach

MIBS Class of ’92 celebrated their SWEET 16 year reunion in Miami Beach. The events began with a Tiki Bar reception with a live band on the beach Friday, an awards ceremony on the rooftop terrace (shown above) Saturday, and concluded with a Lincoln Road pub crawl on Sunday. Fifty-eight alumni—plus partners and friends—attended.
Page Prize for Environmental Sustainability Courses

An annual competition “to foster and reward curriculum innovation” in the area of environmental sustainability has been announced by the Moore School of Business.

Called the Dr. Alfred N. and Lynn Manos Page Prize for Sustainability Issues in Business Curricula, the competition will “encourage and support efforts to introduce or substantially upgrade environmental sustainability courses and/or associated coursework into the curriculum of business schools, both nationally and internationally,” according to Dr. Hildy Teegen, dean of the Moore School. Teegen announced earlier this year that Sustainable Enterprise and Development would be a new focus for the business school, along with its longtime focus on international business.

Two Page Prizes will be awarded each year, beginning in the fall of 2008. One prize will honor the best submission from faculty in the U.S.; the second will be awarded to the best submission from faculty at an overseas institution. USC faculty and students may not compete for the Page Prize, but a parallel prize will be offered to the best USC submission through the dean’s office of the Moore School.

Initial prizes will be $1,000 each, plus a framed print of Aegean Sea #6 (shown at right) certifying the award. Two Honorable Mention prizes (one in each category) will also be awarded at levels of $250 each.

Dr. Alfred N. Page is dean and professor emeritus of the Henry Bloch (H&R Block) School of Business of the University of Missouri-Kansas City. He previously served as co-chief academic officer and dean for the Sykes College of Business at the University of Tampa, dean of the School of Business at the College of William & Mary, and acting dean of the School of Business at the University of Washington. At Washington, Dr. Page helped found the Executive MBA program and served as chair of the Department of Finance, Quantitative Methods, and Business Economics for eight years. In addition, while at Washington, he taught as a visiting professor at the University of Chicago, University of Rochester, and Stanford University. Also at Washington, Dr. Page was recognized with the Burlington Northern Distinguished Teacher of the Year Award and the Executive MBA Excellence in Teaching Award.

Dr. Page graduated summa cum laude with a Bachelor of Science degree from Macalester College. He completed his graduate studies at the University of Chicago, where he earned an MBA and a Ph.D. in Accounting, Finance, and Economics.

Lynn Manos Page, an accomplished painter and printmaker currently working in Florida, for many years painted and studied in Venice, Italy, and in Greece. Her paintings, both in pastels and oils, generally feature water and boat scenes and are widely collected and included in the public and private collections of institutions worldwide, such as Johnson & Johnson, Continental Insurance, H&R Block, Mayo Clinic, Sprint, and more. She has participated in single and group exhibitions nationally and internationally.

Ms. Page received her B.F.A. degree from the University of Kansas, Lawrence, and her M.A. from the University of Missouri at Kansas City. She has also served as an art instructor at the Kansas City Art Institute, and worked with Christo and Jean Claude on The Umbrellas, Japan-USA, in Lebec, California.

Ms. Page has donated to the Moore School an original diptych of an ocean scene called Aegean Sea #6, images of which will be used in electronic and print promotional materials for the prize. The artist’s research for her Aegean Sea series was done on the islands of Skopelos and Hydra, Greece, in September 2006 and May 2008.

The Page Prize will have two purposes, says Dean Teegen. “One is to encourage efforts to expose business students to state-of-the-art environmental sustainability knowledge and practice. A secondary purpose is to demonstrate the commitment of the Moore School of Business to promoting sustainability in business education.” The school will maintain an associated national and international database on teaching/curricular materials related to environmental sustainability and organizations.

Initial winners will be chosen by a three-member USC faculty committee. Submissions and prizes will be awarded electronically. A database of top submissions each year will be made available on the Moore School’s Web site for adoption by business faculty around the world to use in their home institutions.

A submission form can be found at mooreschool.sc.edu by selecting the “Page Prize” tab on the home page.
Rankings

The Moore School's undergraduate program in international business is #1 in the country, according to the *U.S. News & World Report’s 2008 “America’s Best Colleges”* guide.

The International MBA (IMBA) program at the Moore School of Business is the #1 public university MBA program for international business and #2 among all institutions in that specialty, according to *U.S. News & World Report*.

The Moore School of Business is ranked among the top ten MBA programs in the world for its excellence in international business, according to *The Wall Street Journal’s* annual survey of corporate recruiters.

A ranking published by the *Wall Street Journal Europe* listed USC’s International MBA among the top 15 MBA programs offered in Europe.

The *Financial Times of London* has ranked the Moore School #2 among the “Best in International Business” programs, and #1 among public institutions in this category, based on alumni recommendations.

The Moore School of Business is one of 45 business schools worldwide rated highly for its MBA program by the readers of *Latin Trade* magazine.

*Forbes* magazine has ranked the Moore School of Business 54th overall and 25th among all ranked public schools in terms of return on investment for graduates of two-year MBA programs in the United States.

Moore School was named in the country’s top 50 MBA programs for entrepreneurship by *Women 3.0* magazine.

Moore School 2008–2009
Calendar of Events

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<td>BB&amp;T Speaker Series–Yaron Brooks, President, Ayn Rand Institute</td>
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<tr>
<td>Dec 12</td>
<td>Moore Friday for prospective masters students</td>
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<td>Dec 14</td>
<td>Masters Hooding Ceremony</td>
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<td>Dec 15</td>
<td>USC Fall Commencement</td>
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<tr>
<td>Dec 19</td>
<td>DocNet doctoral recruiting forum—Chicago, IL</td>
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<tr>
<td>Jan 12</td>
<td>Classes begin</td>
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<td>Jan 26</td>
<td>Moore Monday for prospective masters students</td>
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<td>Feb 23</td>
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<tr>
<td>Mar 8-15</td>
<td>Spring Break</td>
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<td>Mar 23</td>
<td>Moore Monday for prospective masters students</td>
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<td>Apr-Aug</td>
<td>IMBA internships</td>
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<td>Apr 6</td>
<td>Moore Monday for prospective masters students</td>
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<td>Apr 24</td>
<td>Business Leadership Dinner</td>
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<td>Last Day of Classes</td>
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<td>May 8</td>
<td>Undergraduate Commencement</td>
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<td>May 15-16</td>
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Visit [http://mooreschool.sc.edu](http://mooreschool.sc.edu), click alumni, for details and other alumni events.