Roy Richards Jr. RISE EVENT

Roy Richards Jr., Chairman of the Board of Southwire Company, North America’s largest producer of electrical power cable, presented “Creating the Modern Success: Family Business Ownership Today” to an audience of business leaders in conjunction with the Resources for Innovation, Small business and Entrepreneurship program (RISE).

Richards spoke of the large impact of family businesses on the national economy. Over 50 percent of the Gross Domestic Product is generated by family businesses in addition to 60 percent of jobs, and 78 percent of all new jobs are created by family-owned businesses. Also, 35 percent of Fortune 500 companies are family-controlled. As an answer to the question of why, Richards responded, “We like working together! This demonstrates the superior performance of private capital.”

Richards also spoke of the natural advantages of a family business, how to overcome typical obstacles regarding control and governance, and lessons to learn from other successful international family-owned businesses.

The RISE program is a joint venture between the Richards College of Business, the UWG Small Business Development Center, and the Burson Center. Its main goals are to offer counseling, be a resource information exchange, to provide distance learning opportunities and support to small business owners within a six county area.

Roy Richards Sr. and Alice Huffard Richards Scholarship Winners

Recipients of the Roy Richards Sr. Memorial Scholarship and the Alice Huffard Richards Scholarship were honored at a reception on campus August 23. University of West Georgia President Beheruz N. Sethna, Richards College of Business Dean Faye S. McIntyre, Roy Richards Jr., and Laura Richards were on hand to congratulate the recipients.

The Roy Richards Sr. Memorial Scholarship Fund was established to honor the legacy of Mr. Richards’ lifelong contributions to business and economic development in the west Georgia region. It also celebrates his contributions to the nation in founding the Southwire Company in 1950, which has grown into the largest power cable manufacturer in North America.

The Alice Huffard Richards Scholarship Fund was established to serve as a lasting tribute to Mrs. Richards’ dedication to family and community. The scholarship is awarded annually to a maximum of four freshman undergraduate students.

2011/2012 SCHOLARSHIP RECIPIENTS:
Roy Richards Sr. Memorial Scholarship: Avery Drew Brown, Emmanuel Terance Johnson, Jacob Collin Stewart and Stephanie N. Thomas
Alice Huffard Richards Scholarship: Travis Parker George, James Stuart Lyle, Courtney Noelle Reed and Alyson Tonimarie Wright.
BB&T Lecture Series in Free Enterprise featuring Paul Von Zielbauer

On April 12, the second BB&T Lecture in Free Enterprise was held at the University of West Georgia. Paul von Zielbauer, founder of Roadmonkey—Adventure Philanthropy, was the guest speaker.

Roadmonkey is an organization that combines adventure travel along with organized volunteer work. Von Zielbauer launched Roadmonkey in 2008 to give motivated people the chance to dive deep into a foreign culture and work hard for those in need.

Von Zielbauer spoke of giving to others in a way that is different from what is offered in a for-profit model. He is a firm believer in the importance of people trying to improve the world, and he seeks to accomplish this through “adventure philanthropy.” He left his job as a New York Times correspondent and seized the opportunity to change his life by launching his business. On a recent trip, he not only biked through the central highlands in Vietnam, but took time out to build a playground for kids in the MeKong Delta.

His highly-motivating speech empowered the audience to look within and strive to pursue their life goals while making a difference in the lives of others.

The BB&T Lecture Series, established by a generous donation from the BB&T Charitable Foundation, focuses on promoting the comprehensive and ongoing discussion of the foundations of free enterprise and capitalism as well as issues facing business management and policy makers.

Management of Information Systems Lecture Series

New for students enrolled in Management of Information Systems (MIS), also known as Computer Information Systems Management (CISM), courses for this fall is the MIS Lecture Series! Two local Chief Information Officers (CIO) visited campus and spoke to students. CISM 3330 students are required to attend at least one of the lectures, and all MIS students are invited.

The first speaker, Johnathan Samples, CIO of Greenway Medical Technologies, spoke to students on September 26. Samples has been instrumental in developing a partnership with the MIS faculty to bring Greenway Electronic Health Records software package to students in the MIS Lab. Through this partnership, students will have access to both the user and administrator sides of the PrimeSuite package that Greenway builds and sells.

Sheryl Fikse, CIO of Southwire, was the MIS Lecture Series speaker on October 13. Fikse has extensive experience with SAP (Systems, Applications and Products) and suggested that MIS faculty look into the SAP University Alliance. The MIS faculty are developing a curriculum proposal to SAP that would allow students and faculty to have access to the SAP software.

Both of these partnerships will benefit Richards College of Business students. Specifically, through the MIS Lecture Series, these CIOs will provide students with practical information about what is possible in the world of Information Technology. Since the CISM 3330 course is required of all business majors, eventually all of business students will have the opportunity to meet and discuss current topics with local CIOs.
The Richards College of Business Students in Free Enterprise (SIFE) club conducted a series of projects that were collectively called March Madness. The total estimated impact for the projects was over 15,000 people. March Madness won the regional competition and qualified the SIFE students for the national competition in Minneapolis, MN!

In the first March Madness project SIFE team members counseled students at the Boys and Girls Club of America in Carrollton on business ethics, dressing for success, international business, saving, and setting goals. Project leaders Mariana Sanchez, Zachary Hunter, and Jalieh Shepard discovered that each group gathered useful information and attained a greater sense of self-worth.

The One Roof/Lowe’s Challenge was led by project leaders Ina Feather and Meta Rebecca Thompson and funded by a grant from the Lowe’s Community Improvement Challenge. SIFE teamed up with Cornerstone Church in Newnan, and together they performed structural renovations to One Roof Outreach, a nonprofit organization created to help impoverished families in Coweta County.

In the Relay for Life/Networking Tips project led by Brittney Strickland, SIFE arranged a raffle ticket fundraiser for the American Cancer Society. Along with the raffle tickets, SIFE distributed business cards with networking tips to help prepare students for professional encounters.

The Pre-K Super Savers project led by Amanda Kinder taught five- and six-year-olds the importance of money management and saving. Each student was given coloring sheets representing different forms of money and piggy banks to encourage them to start saving. Afterward, the students could distinguish between goods and services, as well as explain the importance of saving money.

For more information about SIFE, visit www.westga.edu/sife.

Dr. Mary-Kathryn Zachary, Professor of Business Administration, is the recipient of the Richards College of Business 2011-2012 Research Scholar Award.

Zachary’s proposal, entitled “Managing Cultural Diversity—the Iberian Peninsula and Beyond,” requested funding to pursue a research project within the Iberian Peninsula following her participation in an academic conference in Barcelona, Spain in July 2011.

The project involved travel throughout Spain and Portugal, focusing on issues related to managing cultural diversity and international business. She described the experience as one of the high points of her academic career.

“I am at a stage in my career in which I want my research to make a contribution to society,” said Zachary. “Effective management of cultural diversity has become a critical issue in the 21st century.”

The information gained from her project has been extensively utilized in her UWG courses.

“I could not begin to accomplish my goals without the support of the institution through programs such as the Richards College of Business Research Scholar Award,” she said. “I am truly grateful for the opportunities that have been given to me through this award.”

Zachary has published numerous articles throughout her career and is a two-time recipient of Richards College of Business Research Scholar Award.
Beginning Spring of 2010, UWG and the Zhongnan University of Economics and Law (ZUEL) implemented a new cultural transfer program for Chinese students. This international program allows Finance majors at ZUEL to finish their degrees at UWG, while experiencing the American culture.

Students must take two years of required finance courses at ZUEL before they are able to apply for the cultural transfer program. The students accepted into the program then transfer to UWG to take the remaining courses in order to earn their degree, which will take them approximately one year. Once students arrive in the U.S., UWG’s Office of International Services and Programs helps facilitate their visit by meeting them at the airport, setting up their housing arrangements, and assisting them in registering for classes. After graduation, ZUEL students are able to apply to UWG’s graduate programs or apply for employment with American companies in China.

The ZUEL cultural transfer program took root in summer 2009 when Dr. Charles Hodges, UWG Professor of Finance, taught courses at ZUEL. Hodges was approached by ZUEL staff regarding a mutual exchange between the two universities. UWG President Beheruz Sethna, Richards College of Business Dean Faye McIntyre, and UWG International Programs Director Bill Schaniel travelled to China to meet with the ZUEL faculty and staff in October 2010. In September 2011 ZUEL’s delegation, including President Wu Handong, arrived at UWG to see the campus and meet with faculty. Currently, 23 students from ZUEL are attending UWG, and plans are in the works for 50 students to arrive next year.