LT. GENERAL RUSSEL L. HONORÉ
Global Preparedness Expert

Lt. General Russel Honoré (Ret.) brought to the University of West Georgia a lifetime of wisdom and a sense of perspective as he challenged students to step up and solve the problems of the day. “The problems we have today are minuscule compared to the challenges our forefathers had so we could sit here today,” Honoré told a crowd of about 400 September 20, 2011 at the BB&T Lectures in Free Enterprise.

He enticed students to solve the world’s major problems of famine and poverty through their own ingenuity. “The challenges are not insurmountable compared to the ones faced by earlier generations,” he said.

He reminded the audience that Revolutionary War soldiers were fighting against the strongest army in the world at the time. In all the wars that followed, neither soldiers nor their families had it easy. “This freedom that we enjoy has been paid for not only in blood, sweat and tears, and lives, but also in treasure,” he said. Treasure -- that is, financial sacrifices -- permit this generation of students to earn their college educations and to set out to surmount those challenges. “The work is not done yet,” he said. “And it’s going to be up to you to find some of the solutions.” (Continued Next Page)

BB&T LECTURES IN FREE ENTERPRISE

MR. TOM SZAKY
Founder and CEO of TerraCycle, Inc.

Tom Szaky, CEO of TerraCycle, Inc. spoke to a packed house February 10, 2012 at the University of West Georgia Townsend Center for the Performing Arts as the fourth lecturer for the BB&T Lectures in Free Enterprise.

Szaky encouraged students to stay in school and take risks. “You have to be open to failure and to learn from that failure,” Szaky said.

TerraCycle, Inc., a company that started by creating organic fertilizer and packaging the product in used soda bottles, has become a global phenomenon that tackles some of the toughest stuff in the waste stream.

“We focus on things that are hard to recycle, not the things that are easy,” said Szaky. TerraCycle has reduced tons of waste and donated millions to charity since it was founded.

Szaky spoke of creating solutions. “Companies are eager for solutions,” he said. TerraCycle’s scientists and designers look at the garbage to figure out the best way to transform it. “It’s all driven by the waste stream,” Szaky said. “Everything starts with the garbage. Garbage comes in, products go out.”

From the beginning TerraCycle has looked for creative ways of remaking materials that are hard to recycle: cookie wrappers, candy wrappers and drink pouches become tote bags; vinyl records become clocks and coasters; crushed computers become flower pots and trashcans; and bicycle chains and circuit boards become picture frames.

(Continued Next Page)
BB&T LECTURE-Honoré (continued from front page)

Honoré also proclaimed to Richards College of Business students in particular that their chosen profession is not just about making money. “For every challenge there is an opportunity. You want to get rich? Solve a problem.” Honoré appealed to students to use their natural talents to create a better world for the impoverished, for the elderly and the disabled, because he said, “the whole of society will never achieve more than its weakest link.”

The retired three-star general is best known for his command of relief efforts following hurricanes Katrina and Rita in 2005 in Alabama, Mississippi and Louisiana. News video of him on the streets of New Orleans ordering soldiers to lower their weapons was seen around the world. His presence established a sense of order being restored to the devastated communities. Ray Nagin, then the mayor of New Orleans, called him a “John Wayne dude.” Honoré retired in 2008 after a distinguished 37-year career in the United States Army. In 2009, Honoré released a book, Survival: How a Culture of Preparedness Can Save America and You from Disasters.

Honoré’s lecture opened and closed with standing ovations.

Honoré was the third speaker for the BB&T Lecture Series in Free Enterprise.

Lt. General Honoré signs a copy of his book for an audience member after the lecture

BB&T LECTURE-Szaky (continued from front page)

TerraCycle creates over 1,500 products that are available to consumers through major retailers such as Wal-Mart and Home Depot.

Mr. Tom Szaky

TerraCycle works with major companies such as Kraft Foods, Kimberly Clark, FritoLay, Mars and others to sponsor post-consumer packaging collection in the form of Brigades. TerraCycle pays schools and non-profits that join the Brigades one cent per point for every piece of packaging collected.

To date, TerraCycle has 20 million people collecting waste in over 20 countries across the globe making it one of the world’s foremost leaders in eco-capitalism, re-cycling and up-cycling.

Szaky encouraged would-be entrepreneurs. “If you have an idea, give it a shot. And if you fail, try again,” he said. “Be open to risk.”

Up-cycled products produced by TerraCycle were given as door prizes that Szaky handed to each winner.

Szaky was presented an award by the Richards College of Business made especially for him out of post-consumer waste by McEver’s Awards.

The BB&T Lectures in Free Enterprise is a collaboration between the Richards College of Business and BB&T that fosters an ongoing discussion of the foundations of capitalism and free enterprise.

The next installment of the BB&T Lecture Series will be held September 13, 2012, and will feature former NBA player, Mike Glenn.

McDANIEL SPEAKS AT BB&T EVENT

Mr. John McDaniel, Senior Vice President of BB&T addressed a capacity crowd at the BB&T Lectures in Free Enterprise, February 10, 2012, held at the University of West Georgia, Townsend Center for the Performing Arts.

McDaniel spoke of the indelible collaboration between the Richards College of Business and BB&T.

“We are so grateful for our partnership with the University of West Georgia. The Lecture Series presents the opportunity to hear interesting, unique and inspiring stories and lessons learned about entrepreneurship. The University of West Georgia and the Richards College of Business have done a superb job in the delivery of this excellent project,” said McDaniel.

The BB&T Lectures in Free Enterprise was established in 2009 with a generous donation from the BB&T Foundation and focuses on core values and ethical foundations of free enterprise as well as issues facing business management and policy makers.
The Richards College of Business hosted a team of professors from ESCEM as part of a collaborative agreement between the two institutions. Select professors from each school presented a variety of topics regarding current research interests and opportunities for interdisciplinary research.

The ESCEM team was introduced to various elements of American culture during their five day visit from November 28 to December 03, 2011, including Southern delicacies prepared by the Richards College of Business faculty and staff. Team members were treated to a walking tour of Southwire Company, a trip to several Carrollton restaurants, the World of Coca-Cola, and Lenox Square in Atlanta.

A team of Richards College of Business faculty including Dr. Faye McIntyre, Richards College of Business Dean and Sewell Chair of Private Enterprise, and Dr. Minna Rollins, Assistant Professor of Marketing, returned the visit by traveling to France this past February to recruit students for an exchange program.

“I want to see our students take advantage of every opportunity,” Rollins said, “Students in this program get to travel and see the world. They don’t just study in France, they are meeting and learning with other international students from all over the world.” Rollins also looks forward to seeing the faculty participate in the exchange to further promote collaborative research. “For students or faculty, traveling abroad doesn’t just provide the opportunity to learn a subject, but you are enhanced by richer life experiences.”

This summer 2012, Richards College of Business graduate and undergraduate students will travel to ESCEM for two and three-week short programs. Students will take business classes in English and be introduced to French and European cultures. Students will also have the opportunity to participate in field-trips including city tours, The Close Lucé (Leonardo da Vinci’s home in Amboise), Chenonceau Castle, and various company visits among others.

ESCEM also offers one-semester certificates and full-year programs. Several Richards College of Business students will participate in both programs this fall, 2012, and spring, 2013.

Transversely, approximately a dozen ESCEM undergraduate students will arrive in the US to take classes at the Richards College of Business fall 2012, and 30 ESCEM graduate students will participate in the summer program, 2013.

ESCEM is one of the leading business schools in France and is accredited by AACSB International.

ESCEM’s four key values—commitment, integrity, curiosity, and humility are woven into the curriculum; students are encouraged to undertake projects incorporating these values. Corporate social responsibility and green business are the focus of much of ESCEM’s research output.

**CANS FOR A CAUSE**

In the spirit of the holiday season, the Dean’s Council of Student Leaders held a competition to collect food for the Carroll County Soup Kitchen last November. Students collected a total of 3,430 cans and boxes of food for donation.

The contest winners were: 1st Place, Marketing Club and Delta Pi Epsilon ($200); 2nd Place, Management Club ($100); and 3rd Place, Economics Club and Omicron Delta Epsilon ($50).

The Dean’s Council of Student Leaders is made up of one representative from each of the student organizations within the Richards College of Business. The council meets once a month during the academic year and serves in an advisory capacity to the Dean. Each semester the Council hosts one community service project in an effort to give back to the University and area communities.

Left to Right Back Row—Luz Melendez, Cassandra Sosebee; Mariana Sanchez, Matt Jordan, Amanda Kinder, and Adam Cleek. Front Row—Sarah Robinson and John Peterson-Lewis
ECONOMIC FORECAST BREAKFAST

The Richards College of Business Department of Economics hosted approximately 350 business leaders from across the West Georgia Region for the 14th Annual Economic Forecast Breakfast, November 1, 2011.

Dr. William “Joey” Smith, Associate Professor of Economics for the Richards College of Business, presented the economic forecast for the Georgia and West Georgia Region. Dr. Roger Tutterow, Professor of Economics at Mercer University, presented the keynote address focusing on the economic and financial outlook for the nation.

"Manufacturing and healthcare were the sectors that helped pull us out of the downturn," he said. "But demand is not strong enough to support the growth we need to have a large volume of job creation. Payrolls aren’t growing at a rate that we associate with a healthy economy."

In short, the U.S. economy isn’t as bad as it was at the height of the recent recession, but it hasn’t provided much joy to those seeking jobs or those affected by the housing slump.

For more information, subscribe to the West Georgia Regional Update, a quarterly newsletter provided by the Richards College of Business Department of Economics and the Center for Business & Economic Research by emailing Dr. Smith at cber@westga.edu.

Smith noted while there are positive signs for economic improvement, most people won’t feel like the economy is healthy until the unemployment rate goes down. "When that happens, we’re also likely to see an upturn in the housing sector, a major gauge of economic strength. Job growth is needed for housing to rebound, and so far, we haven’t seen enough people going back to work," he said. Smith added that there are sources of optimism, including the healthcare industry, which continues to grow in the region, and manufacturing, which has shown signs of life.

Tutterow reinforced Smith’s assessment, commenting in his keynote address that the “economy has been on the mend for quite some time, but it doesn’t seem like it to most people.”

ECONOMIC FORECAST BREAKFAST SPONSORS, 2011

Southwire
Tanner Health System
Carroll County Chamber of Commerce

AgSouth, Farm Credit, ACA
Bank of North Georgia
Carroll Electric Membership Corporation
Miles Stone Investment Management, LLC., Michael Stone

AgSouth, Mortgages
Metro Bank
Systems & Methods
Tisinger Vance, P.C.
VALIC, Cliff England, Financial Advisor
FUTURE FACULTY LUNCH

The Richards College of Business faculty hosted a luncheon for students that aspire to become future business educators. Nearly a dozen faculty, including Dr. Beheruz N. Sethna, University of West Georgia President and Professor of Business, Dr. Faye McIntyre, Richards College of Business Dean, Sewell Chair of Private Enterprise and Professor of Marketing, and Dr. Douglas Turner, Richards College of Business Associate Dean and Professor of Management, were on hand to give students advice, discuss opportunities and trends in business education, and to share their own stories of how and why they arrived at where they are today.

“There is a significant shortage of educators in the field of business,” said Associate Dean Turner. He shared that trends for the past several years have shown a decline in the overall production of business PhDs while enrollment in undergraduate and master’s level business programs have increased. “It’s simple supply and demand. If you’re looking for a meaningful career that offers you a competitive salary, job stability and schedule flexibility, I highly encourage you to consider getting your PhD,” said Turner.

Speaking to the ideal attributes for candidacy acceptance, Sethna shared that there is no one right type of person or one right path to follow. “My Bachelor’s degree is in Electrical Engineering,” Sethna joked. When asked about the difficulty of completing a PhD program Sethna replied, “It’s hard work, and no one is going to do it for you, but if you are willing to put in the time then you will succeed – and it will be one of the most rewarding achievements of your whole life.”

Dr. McIntyre explained that some faculty will continue with their education uninterrupted while others may work in industry for decades before returning to academia and the classroom.

McIntyre also stressed the importance of finding a culture and personalities that you can work well with. “When you choose a university to study at or to teach at, fit is very important. Some universities are more heavily concentrated on research than on teaching. Others may be the opposite,” McIntyre said. She went on to say, “The interview process isn’t just for them to interview you, you’re also interviewing them.”

The informal discussion allowed students to ask their most burning questions and receive candid feedback from supportive faculty that were more than happy to debunk common misconceptions students had. Students asked everything from how long they should expect it to take to complete a PhD program, to how to decide on a topic for their dissertations, to tips and tricks for how to get into the school of their choice, to advice for how to make it as a professor.

The Richards College of Business hosts the Future Faculty Lunch once each academic year.

INTRODUCING MR. TODD ANDUZE
Director of the Small Business Development Center

The Richards College of Business and the Small Business Development Center (SBDC) welcome Mr. Todd Anduze as the new Area Director for the Small Business Development Center in Carrollton. Anduze is a University of West Georgia Alumnus earning his Bachelor of Business Administration in Accounting in 2008 and his Master of Professional Accounting in 2010.

Anduze comes to UW from Jack F. Gamel, CPA, PC where he served as an accountant providing tax services as well as financial advice and planning to businesses. In years prior, Anduze managed numerous projects in the mining industry for Lafarge North America including the “Big Dig” in Boston Massachusetts, and in Georgia the runways at Dobbins Air Force Base and Hartsfield-Jackson International Airport. He served in the United States Navy during the Desert Storm campaign as a Plane Captain for the A-6 Intruder.

Anduze utilizes his experiences in the military, retail/ manufacturing environments, and accounting services to promote the Georgia Small Business Development Center and the University of West Georgia.

Contact Mr. Anduze by email, tanduze@westga.edu or by phone, (678) 839-5080.
STUDY ABROAD TO COSTA RICA

Twenty students and faculty members from the Richards College of Business traveled to San Jose, Costa Rica and Manuel Antonio, Costa Rica December 11-18, 2011, through a study abroad program sponsored by the Department of Economics. The eight-day trip included visits to international business firms, tours of world famous sites, and opportunities to explore the authentic local culture.

Students met with executives from CINDE, Boston Scientific, CANATUR, and Marina Pez Vela to name a few. The group also followed the journey of a coffee bean from seedbed to roasting on their tour of family-owned Doka Coffee Estate, located on the fertile slopes of the Alajuela Poas Volcano. Manuel Antonio offered students the chance to tour the national park, enjoy the white sand beaches of the Pacific Ocean, and to zip-line through the mangrove ecosystem on the Isla Damas Mangrove tour.

Students were charged to return home with a greater awareness of the global interrelation of economics, and to take home the Costa Rican mantra “Pura Vida!”, “Pure Life.”

AACSB MAINTENANCE OF ACCREDITATION ACHIEVED

The Richards College of Business at the University of West Georgia successfully completed the maintenance of accreditation process for its business and accounting programs through the Association to Advance Collegiate Schools of Business (AACSB) International. Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer bachelors, masters, and doctorate degrees in business and accounting.

Less than five percent of business schools worldwide have earned this distinguished hallmark of excellence in management education. To maintain accreditation, a business program must undergo a rigorous internal review every five years, at which the program must demonstrate its continued commitment to the twenty-one quality standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, as well as a commitment to continuous improvement and achievement of learning goals in degree programs.

The Richards College of Business received initial AACSB accreditation in 1983-84, and the accounting programs received separate accreditation in fall 1998. “The deans on our peer review team highlighted our faculty commitment to student success and opportunities for external activities as among key strengths of the Richards College,” said Richards College of Business Dean, Dr. Faye McIntyre. “Our students participate in international programs, faculty-led research, visits with business executives, and much more. I am proud of our colleagues and humbled by the quality work they perform every day.”

Only five institutions in the State of Georgia have additional accounting accreditation. “Holding additional accounting accreditation from AACSB is a worthy achievement for the accounting programs at the University of West Georgia and is an indicator of especially high quality,” said Richards College of Business Department of Accounting and Finance Chair, Dr. Ron Colley.

“AACSB accounting accreditation serves as a mark of quality that is beneficial to the graduates of the Bachelor of Business Administration (BBA) and Masters of Professional Accounting (MPAcc) programs. UWG accounting graduates who seek employment have the advantage of having a designation in a select group that is only available to students from relatively few institutions,” he said.