On Wednesday, August 27, 2014 the University of West Georgia was proud to celebrate the dedication and naming of the business building in honor of Dr. J. Mark Miller, the first dean of the then-West Georgia College School of Business. The dedication was approved midsummer by the Board of Regents Committee on Real Estate and Facilities.

Born and raised in South Georgia, Dr. Miller spent seven years in the military before graduating from Florida State University with a B.S. degree in business administration and a M.S. degree in management. In 1964, he graduated from Louisiana State University with a Ph.D. in business administration and that year came to West Georgia College to develop and lead a B.S. degree program in business and economics after planning the first curriculum by mail from LSU.

He guided the development of new majors and degrees over the next few years. He was appointed to be the chairman of the first department of business, the division of Business and Economic Studies, and the first dean of the newly formed School of Business.

After leading the programs to be accredited by the Association to Advance Collegiate Schools of Business and bringing Beta Gamma Sigma to UWG, the National Business Honor Society, he stepped down as dean and served several years as a professor of business administration and one year as a commonwealth distinguished professor at Virginia State University. He retired from the University of West Georgia in 1990 but later served one year as interim chair of Department of Marketing and Real Estate at UWG.

Following his retirement, he also served as visiting professor at Western Kentucky University, Alabama State University and as interim dean of the school of business at Savannah State University.

Dr. Miller is and has been involved in many community activities, including the First Methodist Church, the Golden K Kiwanis Club and the Salvation Army. He served for 16 years as a volunteer mediator for the Magistrate Court in Carroll County. He also was elected national president for two terms of Alpha Kappa Psi Professional Business Fraternity and was responsible for bringing the Theta Chi Chapter to West Georgia College. He was awarded the Gold Degree,

At the dedication ceremony, Dr. Miller was officially recognized for his years of support and contributions to the university.

“I am grateful and humbled to be recognized for this honor,” explains Dr. Miller just before he cut the ribbon alongside Dr. Faye McIntyre, dean of the Richards College of Business and Sewell Chair of Private Enterprise.

Through this dedication, his legacy was solidified as the leader of business education at UWG. “Dr. J. Mark Miller has provided outstanding and distinguished service to the University, the Richards College of Business and the community,” concludes Dr. McIntyre. “No one is more deserving of this honor than Mark, who has been an inspiration and mentor to so many students and faculty over the years. I am honored to follow in his footsteps as dean and grateful for his continued support and leadership.”
The University of West Georgia is pleased to announce the Hardy and Merryl McCalman Foundation recently made a donation to the University of West Georgia Foundation for the David H. Hovey Faculty Fellowship at the Richards College of Business. The endowment honors Dr. David H. Hovey, Jr., former dean of Richards College of Business at UWG, who passed away on August 25, 2013, at the age of 71.

The Board of Regents of the University System of Georgia approved the fellowship on April 16, 2014. Beginning in fall 2015, the David H. Hovey Faculty Fellow will be appointed annually, and preference will be given to those working in the discipline of strategic management.

“Fellowships play a key role in academic success because it allows our faculty to perform study and research that benefits not only the university and our students, but the greater community as well,” says UWG President Kyle Marrero. “This donation is an appropriate tribute to someone so dedicated to business education and to the university.”

Dr. Faye McIntyre, dean of the Richards College of Business and Sewell Chair of Private Enterprise, explained that having an endowed position would provide valuable resources that are not received through state funding or tuition.

“From a faculty perspective, there is a lot of prestige to having a named professorship and having David’s name associated with it,” Dr. McIntyre says. “It will help us retain our current faculty. In the future when we want to hire new faculty, this will be something that could also be an excellent incentive for bringing a strong person who has the credentials and who would make David proud.”

As a young adult, Dr. Hovey served in the U.S. Army and received his bachelor’s and master’s degrees, as well as his Ph.D., from Louisiana State University. From 1984-1999, he was a professor of management and business systems and also the dean of the Richards College of Business.

Colleague and Professor of Economics Leland Gustafson recalled when Dr. Hovey arrived at West Georgia in 1984. The college had established the Executive Roundtable four years earlier to help enhance the professional and personal growth of business students. The group, which consisted of faculty members, students and business leaders, was struggling when Dr. Hovey took the helm as dean.

“David immediately put his energy behind reviving the organization,” Dr. Gustafson remembers. “For the next 25 years, he was the force that kept the ERT alive and a dynamic organization that really provided for an exciting interaction of students, faculty and local business leaders. It was an accomplishment that still attests to the leadership that he provided to the Richards College of Business.”

In 1999, he retired his position as dean and became the director of the Center for New Business Ventures until 2002. From 2002-2008, he was a full-time professor and taught part time from 2008 until he passed away in 2013.

Dr. Hovey was well respected in the community and among his students.

“Dave loved the Richards College of Business, his two daughters and traveling on his motorcycle,” Dr. McIntyre says. “His passion was truly helping others. He cared for students and seemed to know how to motivate them beyond the classroom. He was active in the community and a long-time member of Rotary. Dave was a wonderful role model for younger faculty, and he was a tremendous example when I became dean.”

Catherine Gordon, director of community outreach at St. Margaret’s Episcopal Church in Carrollton, recollected one Christmas when Dr. Hovey volunteered to help provide holiday cheer to children in need. He was matched with a family of twin newborns.

“When gift delivery day came, Dave showed up with it all – two high chairs, two stationary walkers and two Tickle Me Elmo dolls – wrapped and tagged for the twins who would never know him as their first Santa,” Catherine shares. “Dave was okay with that.”

On the day of Dr. Hovey’s funeral, the twins’ mother coincidentally was there helping the organization’s college intern with a project. She asked who had passed and was told it was her children’s first Santa.

“She wept, re-living the precious memory of that Christmas years ago, finally knowing who had made it possible,” Catherine recalls.

Mary Covington ’93, daughter of Hardy and Merryl McCalman and chair of the McCalman Foundation, said Dr. Hovey and her father were best friends and had a common passion for education.

“I think my dad was kind of a father figure to David,” shares Mary. “They would have coffee and solve all the problems in the world many times over. They had a lot of mutual respect for each other, so I think my father would be very happy about this fellowship.”

“This gift speaks to Mary and her level of commitment to the college. I appreciate that she is willing to put the family foundation money into something that benefits our faculty and our students for years to come,” Dr. McIntyre concludes. “It says so much about her ethics, and what’s important to her. She’s been a tremendous friend to the Richards College of Business, and this is a wonderful legacy for David Hovey.”
Branding expert and marketing mastermind John Moore spoke to a full house of students and guests as he recently keynoted the Richards College of Business BB&T lecture series, held Tuesday, September 30, at the University of West Georgia’s Townsend Center for the Performing Arts.

Known for thinking outside of the box and helping transform the way businesses look at marketing and branding, John has managed branding teams for multiple internationally successful companies. John is the former director of national marketing for Whole Foods, as well as the strategy conductor at Brains on Fire and served as the long-term marketing manager at Starbucks where he helped grow the company’s brand into a household name. He also led Brand Autopsy, a marketing firm that consults with businesses aspiring to become a beloved brand. He is the co-author of “The Passion Conversation: Understanding, Sparking, Sustaining Word of Mouth Marketing.”

With excitement for revolutionary branding, John now helps create new ideas for organizations around the country. He shared some espresso shots of business wisdom with the audience.

“We’re going to have some fun today,” said John as he began the lecture, sharing with guests that he is not a speaker who stands behind the podium to do a traditional lecture.

In his presentation, John used slides and pictures to illustrate the transformation of businesses he has been involved with and encouraged students to strive to be a part of something just as special.

“Think of your business as a superhero,” said John, the marketing expert who takes his job seriously and himself lightly. “Give your superhero a name and a superpower, find an injustice it’s fighting and identify its arch villains and kryptonite.”

John motivated the students to be creative and to take action instead of just speaking on their ideas.

“Manifesting customer destiny was the final espresso shot of the evening. To simply summarize his final point John stated, “You must not just make money, but you must make meaning in people’s lives.”

Before taking questions and answers, John left students with one final question to ponder, noting that if he or she can answer yes, then they are on the right track. He concluded, “If your business was not a business tomorrow, would your customers care?”
Women Empowering Women Panel Discussion
by Sheryl Marlar

Richards College of Business recently hosted the Women Empowering Women panel discussion at the Burson Center in Carrollton. The theme this year was **Connect. Inspire. Lead.** Approximately 135 women attended the event, which was sponsored by Walmart.

Panelists included Kim Bergonzi, owner and operator of Studio Lotus; Kimberly Flowers, vice president for engineering for Southern Company; Christa Pitts, owner of Creatively Classic Activities and Books, LLC; and Gail Evans, former CNN executive vice president, best selling author, diversity expert and keynote speaker. Each spoke on the topic of women’s empowerment, as it relates to their own personal careers. Moderating the discussion was Dr. Faye McIntyre, Dean of the Richards College of Business and Sewell Chair of Private Enterprise.

She said, “We are grateful to our local partners at Walmart and the Burson Center for making the Women Empowering Women event possible.”

Dr. Jane Marrero, first lady of the University of West Georgia, welcomed guests to the sold out event. As part of her powerful welcome, she spoke on the importance of individualism and collaboration.

“When I read about these ladies’ successes, I recognized a shared value or trait which is encouraged in artistic collaborations, and that trait is individuality,” she said. “I am certain that each of these ladies blazed their successful career paths by being fiercely themselves.”

Quoting Judy Garland, she added, “Be a first rate version of yourself, instead of a second rate version of somebody else.”

In closing, she said, “When we remain true to our individuality, then we can do something truly unique and innovative. But just as in artistic circles, individualism is important, equally is the ability to collaborate.

Be true to yourself, and remember together women are capable of empowering other women.”

She then turned the program over to Brandon

---

**2014-2015 INGRAM SCHOLARS**

- Drew Barker ............... Economics
- Brittany Benefield ........... Economics
- Jacey Boyd ............... Management
- Ethan Brown ................ Marketing
- Sierra Carson ................ Management
- Jia Jia Chen ................ Undecided Business
- Yeon Ji Choi ............... Economics
- Scott Craig ................ Marketing
- Mary Crutchedfield ........ Marketing
- Karen Duke ............... Pre-Management
- Jared Ervin-Helicher ...... Economics
- Amanda Falcon .............. Pre-Accounting
- Kristin Fox ............... Marketing
- Kinsey Gilliam ........... Pre-Accounting
- Sarah Gray ............... Management
- Beata Hawksworth ........ Pre-Accounting
- Ebony Hayes ............... Management
- Lucinda Hertlen ............ Finance
- Sara Isbell ............... Marketing
- Robert Jennings .......... Accounting
- Jovan Johnson ............ Accounting
- Elizabeth Karr ............ Management
- Anthony Kelley ............ Accounting
- Kelsey Kennedy ............ Economics
- Alexander Macaulay .... Marketing
- Taylor McDermott .... Management
- Sherry McLain ............ Accounting
- Mitchell McMillin ........ Economics
- Jared Mitchell .......... Pre-Management
- Brianna Morris .......... Accounting
- Shervon Perkins .......... Marketing
- Kelsey Powell .......... Marketing
- Tanner Roach .......... Pre-Management
- Gabriel Robinson .......... Undecided Business
- Heather Shaw .......... Management
- Donna Shirah .......... Marketing
- Johnathan Spence .......... Management
- Andrew Stanley ........ Pre-Marketing
- Jake Thompson .......... Accounting
- Cynthia Weatherspoon .... Accounting
- Andrew Wright .......... Undecided Business
Tandy, Walmart’s Southeast divisional vice president of supply chain. He recognized the importance of women by saying, “It’s imperative that we have women in place throughout our organization so we can connect with our customers. It’s imperative that we’re represented well.”

He thanked the university and commended it for the work it’s doing to empower and encourage women. “The role of women is something that we talk about regularly and the opportunities that are available to them. The work you’re doing and the work Walmart is doing is allowing women to work toward any career path they choose, and I appreciate that,” he added.

The first panelist, Kim Bergonzi, spoke on passion. With a degree in accounting, she spent 20+ years honing her business skills. Long hours and stress drove her to begin Pilates classes. Loving what it did for her physical and mental health, she eventually became a certified Pilates instructor. That passion, combined with her business skills, led her to the opening of her own studio, Studio Lotus, in Forsyth County, Georgia, which has been rated the “Best in Atlanta.”

“I’m not about making people look like a model in a magazine; I’m about giving people functional fitness,” she said. “You find your passion through random people who come across your life. You listen to them and let them guide you. I can see in my little world the positive impact on people’s lives.

It’s what gets me going every day.”

Kimberly Flowers then spoke on the glass ceiling. As vice president of engineering for Southern Company’s engineering and construction services, she leads an organization of approximately 450 employees, providing engineering and design services in support of major new generation, environmental and retrofit projects.

Joining a traditionally male workforce was not without its challenges. “I was the first female engineer at the power plant. They didn’t know what to do with me. I disrupted their conversations and their jokes,” she said.

Whatever they gave her to do, she went after it with all her heart and soul to prove to them that she was there to make a difference. She added, “We have to dive into the glass ceiling issue and look to see what we can understand and most importantly, what we can do about it.”

As an entrepreneur, Christa Pitts talked about her career in her family owned and operated company that is responsible for the wildly popular The Elf on the Shelf children’s book. “If you’re starting a business, remember that you are your brand. No one will be more passionate about it than you will be,” she said.

Although The Elf on the Shelf wasn’t an immediate hit, to date it has sold over 6 million copies in North America. “Figure out what makes your idea special and unique and use that to stand out and do something different,” she said.

And finally, Gail Evans covered the topic of life balance. Her career has covered everything from being a best selling author to being an executive vice president of CNN and to developing three of CNN’s most popular programs. “The way I got around feeling overwhelmed was to do something; instead of sitting there and thinking about all the things I had to do, I would start with the very simplest thing, and I would do it. All of a sudden you get from being overwhelmed to a place where things seem manageable,” she said.

Gail certainly seems to have made some right choices along the way to have managed such a full career. She went on to say, “Think about making the choices you want to make, not the choices somebody else told you to make.”

“We had four amazing speakers and a very engaged audience,” Dr. McIntyre concluded. “The fact that the event sold out a week early demonstrates women in the West Georgia area are inspired to become better leaders and more connected with the community. This will benefit us all – men and women alike.”

STUDY ABROAD IN FRANCE

Contact Simone Lee: sllee@westga.edu or 678-839-6179
The University of West Georgia’s Richards College of Business, Department of Economics, and the Carroll County Chamber of Commerce hosted an annual economic forecast breakfast event with approximately 400 local and regional business professionals and the local public in attendance. Three featured economic experts highlighted trends and spoke to issues affecting the economy and the emerging business climate for the local, state, and national regions. The message was one of positivity.

Associate professor of economics, Dr. William “Joey” Smith, provided an informative update on the regional economy including Carroll, Coweta, Douglas, Haralson, Paulding, and Polk counties. Dr. Smith noted that there have been sectorial gains in agriculture and housing and that the economy has a better footing than it did two years ago and that the region can expect continued gains in 2015. He also said that houses are selling while the interest rates remain low, and the region has fewer foreclosures overall, although Douglas County still leads the state in foreclosures. Dr. Smith is the David A. Johnson Distinguished Scholar and chair of the Department of Economics at UWG. Formerly, Dr. Smith was a research associate at the Fiscal Research Center at Georgia State University. He has advised large energy providers, the Georgia State Legislature, and private businesses.

Chief economist of the Atlanta based Southern Company, Kenneth C. Shiver provided the Georgia economic update. Shiver noted that exports in the Southeast are fundamentally linked to the global economy. He pointed out the importance of manufacturing for the region for both jobs and as a consumer of energy.

“For 15 years commercial businesses were the fastest growing customer base for electricity,” Kenneth explained. “Over the last decade this has changed, and manufacturing has surpassed all others to become the largest consumer in Georgia.”

With over 20 years of experience, Kenneth is the manager of Southern Company’s Costing, Forecasting, Load Research and Energy Analysis functions.

Closing the event, keynote speaker Mark Vitner shared his optimistic view for the national economy and presented detailed economic forecasts based on global, national, and local trends. Mark is the managing director and a senior economist at Wells Fargo. Based in Charlotte, he also writes for the company’s Monthly Economic Outlook report, the Weekly Economic & Financial Commentary, and provides regular updates on the housing markets, commercial real estate, regional economies, and inflation. His economic analyses have been featured in multiple media outlets, including the New York Times, Wall Street Journal, and Bloomberg.

Mark shared his positive outlook for the nation, pointing out that while the nation has seen an upswing in the economy, the global economy has had much slower growth, especially France and Germany. He explained that the occasional volatility in the stock market is a result of geo-political events, from terrorism to Ebola, but the recovery from the economic downturn is looking up. He explained, “like the second half of a football game, the first half of the recovery was defensive struggle, and now we will begin to see gains.”

Overall, Mark’s message was a positive one. About the national economic outlook he said, “We are relatively optimistic. We expect around a 3 percent growth in the fourth quarter, and the next two years will be even better.”

Sponsors for the Economic Forecast Breakfast included BB&T, Carroll County Chamber of Commerce, SBDC Georgia, Southwire, Tanner Health System, and Wells Fargo. Co-sponsors for the event include Advantage Office Solutions, AgSouth Farm Credit/AgSouth Mortgages, Carroll Electric Membership Corporation, Community and Southern Bank, MetroBank, Milestone Investment Management, LLC Michael Stone, Systems and Methods, Inc., Tisinger Vance, P.C., and Valic-Cliff England Financial Advisor.

UWG’s Economic Forecast Breakfast Offers 2015 Predictions

by Rebecca Hightower
by Bryan Jones

On November 18, 2014, the Richards College of Business hosted an internal competition in which the various clubs from the college battled to see which one would donate the most cans. Coordinated by Savanna Hash, a graduate assistant in the Richards College of Business, the competition took place in Adamson Hall and resulted in a grand total of 2,722 cans being donated to the Carroll County Soup Kitchen between the Marketing Club, Accounting Club, Economics Club, and the Management Club. The Marketing Club donated 1,381 cans and won the first place prize of $200. The Economics Club was second with 870 cans and won $100. The Management Club took third place with 422 cans and won $50. The Accounting Club was unable to place but were able to donate 49 cans.

The Carroll County Soup Kitchen is a non-profit organization, run by mostly volunteers, that delivers food to the needy as well as prepares hot meals on a regular basis for those who need one. The UWG Cans for a Cause is an annual donor to the organization and the kitchen has been astounded at the results the college brings them.

“Every year for the last four to five years we have done this. The Carroll County Soup Kitchen has simply been amazed at the amount of food we have donated; it really helps the needy in our area,” stated Dr. Faye McIntyre, Sewell Chair of Private Enterprise and Dean of the Richards College of Business.
UPCOMING EVENTS

1/15 - Accounting Advisory Board Meeting

2/4 - Executive in Residence: Michelle Morgan

3/6 - Board of Advisors Meeting

3/7 - Richards College Preview Day

3/16 – 3/20 - UWG Spring Break

3/25 - Richards College Big Night

3/27 - SAS Day

4/1 - BB&T Lectures in Free Enterprise: Ken Willis

4/2 - Beta Gamma Sigma Induction Ceremony

4/10 - CEE Financial Literacy Workshop