University of West Georgia students, faculty, staff, and the west Georgia community filled a sold-out, standing-room-only Townsend Center on October 19 to hear BB&T Lectures in Free Enterprise speaker Johnny “Cupcakes” Earle share his tips for business success during the biannual talk hosted by UWG’s Richards College of Business.

Named BusinessWeek’s No. 1 Entrepreneur under 25, Johnny has built a graphic T-shirt empire by selling shirts in his vintage-style “bakeries” across the United States. He began with a shop in Boston, and now has locations in Los Angeles, Hull, Martha’s Vineyard, and London.

Johnny has been an entrepreneur since he was eight years old – from lemonade stands and shoveling snow to yard sales and haunted houses, giving him plenty of time to rack up both successes and failures that attendees could learn from.

Johnny’s tips for starting a business with little to no start-up money included taking pre-orders, considering the timing of your sale, approaching the right people, and providing your customers with an incentive.

“Start first with your family and friends, because those people are going to want to see you succeed,” he explained. “Then you have to branch out and start talking to strangers. […] And any money you make, you need to invest it right back into your product.”

Johnny also encouraged everyone to use their time wisely, saying that to be successful in any endeavor, you will probably have to make a few sacrifices, like reducing the time you spend on social media, watching TV, playing video games, etc.

“I had friends who partied a lot,” Johnny recalled. “And I was always astounded at how much money they wasted every week. I also had a girlfriend [at the time I decided to start my T-shirt company] who wasn’t very supportive, so I broke up with her. It was painful for the first few weeks, then I was like, ‘look at all this extra money I have!’”

Johnny also advised the entrepreneurs in the crowd to have an experience for their customer that is unique.

“The store is all about the experience. It’s a cupcake shop that doesn’t sell cupcakes,” he laughed. “Is it strange? Yes! But strange is good. It makes your product memorable. It makes people talk about your product, then your customers do your advertising for you.”

Lastly, Johnny advised listeners to be brave, try new things, and not be afraid to fail.

“I fail all the time,” Johnny said. “But that’s a good thing. Because then I know what doesn’t work, and I can move on to something else that does.”
Southwire, UWG’s First Cohort Begins Internship

by Rebecca Hightower

Southwire Company, LLC, North America’s leading manufacturer of wire and cable used in the distribution and transmission of electricity, knows that offering a solid sustainability internship not only attracts bright talent but can keep them on as sustainability experts. That idea was brought to life through collaboration with the University of West Georgia’s Richards College of Business.

With a growing demand from businesses to hire sustainability savvy individuals and a growing interest in sustainability from job-seeking college graduates the Southwire Sustainable Business Honors Program (SSBH) was developed. The only one of its kind in the nation, the SSBH program allows students to work closely with the division presidents of Southwire while simultaneously earning their undergraduate and masters degrees. The program is built upon Southwire’s sustainability tenets: building worth, growing green, living well, doing right, and giving back.

“This program is unique in providing an opportunity to earn an undergraduate and graduate degree in four years while engaging in so many opportunities,” said Dean of Richards College of Business and Sewell Chair of Private Enterprise Dr. Faye McIntyre. “We are in the business of transforming lives through education, engagement, and experiences and are very proud of our students’ success.”

Last fall, the first cohort of the SSBH program comprised of five UWG students—Garrett Bishop, Ethan Brown, Jared Ervin, Blair Fox, and Taylor McDermott—have been paired with a member of the Southwire leadership team for an academic yearlong internship. The internships were developed with the aim of helping students gain practical business knowledge while developing an understanding of how the various facets of a business work together to ensure sustainable profitability.

“Southwire is a company that has the intention of giving back and building the workforce of the future. This is a major milestone. Dr. McIntyre has made this a great partnership, and we are excited to work with this first cohort,” said Southwire’s Executive Vice President of Human Resources Kathleen Edge. “This is a very safe environment to learn and grow, and I think the leadership will be blown away at the talent of these students.”

Southwire’s Mandy Baeumel, director of human resources - energy division, Gary Leftwich, Southwire’s director of media and communications, and UWG’s Melanie Hildebrandt, director of the SSBH program and economics instructor, collaborated to lead an informal gathering at Plates on the Square in Carrollton to provide an opportunity for the UWG students and the divisional presidents of Southwire to meet and discuss the upcoming internships.

Addressing the group, Dr. McIntyre praised former Southwire President and CEO Stu Thorn for his vision and passion in the development of the program and his commitment to the future workforce.

“A lot of people put a lot of time and effort into making this experience possible. Most students don’t have the opportunity to engage with leaders across divisions during an internship,” said Dr. McIntyre. “Our students have access to a truly world-class experience. Thank you to Southwire for making this happen.”

UWG ENACTUS Students Invited to Work with Walmart

by Taylor Kilgore

University of West Georgia Richards College of Business ENACTUS team attended an annual training conference hosted by the international ENACTUS office to assist student leaders in creating sustainable projects for the school year. Walmart sponsored this year’s conference in Alpharetta, which led to five UWG students being offered either an internship or a job with the Walmart Corporation.

“It takes a lot of dedication outside of class to participate on an ENACTUS team,” said Monica Smith, Richards College of Business lecturer and ENACTUS advisor. “I am so proud of our students and excited for them as they begin their career journeys.”

The students who were offered internships or jobs include: Phillip Hall, manager trainee for Walmart; Terana Crawford, field project supervisor for Walmart; Audrey Smith, manager trainee for Sam’s Club; Debbie Pierre, Sam’s Club management internship; and Cierra Simmons, Sam’s Club logistics internship.

“Walmart believes in operating globally and giving back locally - creating impact in the communities where we live and work,” said Jermaine Jackson, Walmart representative and UWG ENACTUS team Business Advisory board member. “As an ENACTUS donor and corporate board member, I am excited to play an essential role in advancing our work to improve lives, strengthen communities, and develop socially responsible business leaders while realizing the business advantages that come from being a part of the ENACTUS network.”

ENACTUS is an international non-profit organization that brings together student, academic and business leaders who are committed to using the power of entrepreneurial action to improve the quality of life and standard of living for people in need. The name EN-ACT-US combines the components of entrepreneurial (EN), action (ACT), and us (US).

Left to right: Audrey Smith, Terana Crawford, Shalonda White, Debbie Pierre, and Phillip Hall. (Not pictured: Cierra Simmons)
Women from all over west Georgia gathered last September at the Carroll County Chamber of Commerce's Burson Center in Carrollton to hear some sage advice from four successful professionals — who also happen to be women — during the annual Women Empowering Women panel hosted by UWG's Richards College of Business.

This year's panel discussion, entitled "Taboo Topics for Women in Business," featured Becky Blalock, managing partner at Advisory Capital and author of "DARE," and former senior vice president and chief information officer for Southern Company; Missy Dugan, president and chief executive officer for Boys & Girls Club of Metro Atlanta; Erica Qualls-Battey, general manager and chief executive officer of Atlanta Marriott Marquis; and Laura Travis, director of grants services at The Nature Conservancy.

UWG First Lady Jane Marrero welcomed guests for the second year in a row to the sold out event. Dr. Faye McIntyre, Dean of Richards College of Business and Sewell Chair of Private Enterprise, moderated the discussion.

Panelists were asked questions related to mistakes women make in the workplace, work/life balance, and how to handle difficult conversations in the office.

The panelists agreed that one of the biggest mistakes women make in the workplace (apart from not dressing appropriately) is not promoting themselves or the successes they have to their peers and — more importantly — their bosses.

"Sometimes, you have to advocate for yourself," Becky said. "It's very critical."

All agreed that women often lack enough confidence to boast about a job well done, and this leads to them getting passed over when it comes time for raises and promotions. All four ladies impressed the importance for women to be their own cheerleader at the water cooler and the negotiating table.

"Have your research there, do your homework, know your self worth," advised Erica. "Sometimes, we know what to say in our hearts, [...] but we have to have confidence in who we are."

The panelists reminded the attendees that women make up half the workforce, but still aren't paid the same as men.

"Women who work full-time still make 78 cents for every $1 a man earns," Laura said. "So think about that."

Being your own advocate, they said, was a good way to start turning this number around. They also said that because women are often under the microscope, they sometimes have to work harder and really hit the ground running in order to maintain a newly acquired position or to earn a promotion.

"Don’t just sit around and think somebody is going to pull you along all the time," Erica said. Missy agreed: "Don’t wait for someone to tell you what to do. Never sit there with nothing to do. Take action. Then if you want to move forward, I think it’s about working for the job you want, not the job you have, and really taking care of the gaps in your portfolio." According to Becky, constant learning is about "keeping yourself current. You have to continue to learn new things to be successful."

The group also advised women to take advantage of relationship building in order to both advance in their careers and simply operate more efficiently in their current position. But, most importantly, women should support each other in the workplace.

"There are a lot of women who cause other women not to succeed," Missy observed.

The other three panelists agreed that there is no such thing as true work/life balance because something is going to monopolize your time and — try as we might — women can’t climb the corporate ladder and make Martha Stewart jealous at the same time.

"And that's OK," Erica said. "It's not about that. It's about finding your passion and what is most important to you."

Dr. McIntyre raised the point that there is growing concern these days about work/life balance. She therefore asked how the panelists balanced their own work and home lives.

"It's all about priorities," Becky said. "Not everyone wants to be a CEO, and that's fine. But if you want to be a CEO, you're going to miss a few ball games. You have to set priorities. [For example] my house wasn’t clean unless I paid someone to come clean it. I missed a lot of things, but my daughter doesn’t remember me not being there because I asked her every week what was the most important things for me to be at, and those were the things I tried to make it to."

Missy and the other panelists agreed that there is no such thing as true work/life balance because something is going to monopolize your time and — try as we might — women can’t climb the corporate ladder and make Martha Stewart jealous at the same time.

"And that’s OK," Erica said. "It’s not about that. It’s about finding your passion and what is most important to you."
Richards College of Business Names David H. Hovey Distinguished Scholar

by Taylor Bryant and Bonnie Butcher

The University of West Georgia Richards College of Business named Dr. Tom Gainey, UWG professor and chair of the department of management, as the first David H. Hovey Distinguished Scholar, funded by the Hardy and Merryl McCalman Foundation.

“I am so honored to be named the David H. Hovey Distinguished Scholar,” said Dr. Gainey. “Dr. Hovey was highly respected by his colleagues in the Richards College of Business for his many years of leadership, teaching, and service. Dave was a mentor to me, and he was my friend. I look forward to serving as the inaugural David H. Hovey Distinguished Scholar for the next three years.”

In addition to his duties as chair, Dr. Gainey teaches several courses in the Richards College of Business, including Principles of Management, Organizational Behavior, and Human Resources Management, just to name a few. He is actively involved in research, including works on human resource information systems and alternate work systems. He has published more than 20 articles in journals, such as the Journal of Management, Human Resource Management Journal, Human Resource Development Quarterly, and Journal of Managerial Issues.

Originally from Hartsville, S.C., Dr. Gainey earned his bachelor’s degree in computer science and management from Francis Marion University in Florence, S.C. From there he attended Wake Forest University in Winston-Salem, N.C., and earned his MBA. Dr. Gainey began working in the business industry in Hickory, N.C. After about seven years, he earned a Ph.D. in management at the University of South Carolina.

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.

“Knowing Dr. Hovey was such a dedicated dean and an inspiration to his many students, my family is pleased to have this opportunity to continue his vision and his love for learning by establishing this Distinguished Scholar.”

Dr. Hovey was involved at UWG as an educator as well as former dean of the Richards College of Business. During his time at the university, he had a tremendous impact on faculty, staff, and students through his approach of creative thought and business education. Dr. Hovey also served in the U.S. Army and was a member of St. Margaret’s Episcopal Church.

Study Abroad Spotlight

KaRa Thompson

The world in front of you, at home, in your own personal comfort zone, rarely changes. When it does, it poses questions. It makes you stop and think: everything I knew prior to this moment, is that actually all there is in the world? By studying abroad, I’ve learned that it isn’t. That life is much more than what’s happening in our little University bubble at home. There’s a world out there full of different ideas, languages, experiences, jokes, foods, customs, music, dances, the list can go on and on. Studying abroad gives us the chance to grab these new things that float around us in a world so big, take them home with us, only to find that through them we make the world smaller.

Through the Richards College of Business, I was given the opportunity to study at École Supérieure de Commerce et de Management in Poitiers, France. A small town in the southwest of France, I’ve had a “French Carrollton” experience. With less activities around, you have more and more time to interact with people. Meeting international students from around the world and the locals in Poitiers, I observed bits and pieces of totally different points of view. From the way and things we learn in school to the music we listen to, we all have our own customs and preferences. Being abroad has taught me that even in a big scary world, we can have small towns everywhere we go. We adapt. We learn. We mess up. We laugh. We cry. We love. But best of all, we create a worldwide family and have the opportunity to develop an openmind to recognize and accept each person’s differences.
University of West Georgia’s Richards College of Business economics professor Kim Holder knows that students don’t necessarily get excited about taking an economics class. However, she is being recognized for her innovative techniques in the classroom because she has found a way to help them learn the principles of economics while simultaneously fostering creative expression.

Holder, who is also Director for the UWG Center for Economic Education, was awarded first place in the 2015 Economist Educators Best in Class Teaching Award for her unique and pioneering techniques in the classroom. The annual award was created by Cengage Learning and the National Economics Teaching Association (NETA) to recognize and reward innovation and notable ideas for teaching economics.

“We are proud to present this year’s Economist Educators Best in Class Teaching Awards and are fortunate to be able to work amongst such inspiring and dedicated educators,” said Sandi Kirshner, Chief Information Officer, Cengage Learning. “This year’s winners share creative and innovative ideas that engage students in the Economics classroom and their unique teaching styles remind us to keep the student at the forefront of teaching.”

Teachers from across the nation entered the contest and were required to submit a video and a 500-word essay about their idea, and peers voted on their favorites. A panel of economics educators picked by the NETA board reviewed the submissions and rated those receiving the most votes.

Holder submitted her Rockonomix project, which she created in 2010, for the judges’ consideration. For the Rockonomix project, Holder’s students parody a popular song and create a music video with lyrics that have been re-written with economic-based subject matter.

“I absolutely love this project,” Holder said. “It is what I look forward to at the end of each semester. We had to revamp the contest this year to accommodate our new high school level contest because we had so much interest at that level. I never could have imagined that it would grow to this level where education and economics peers would jokingly refer to me as the rock and roll economist.”

What started out as a way to get her students more engaged in the classroom and to retain content has become an indispensable instruction tool used by teachers across the nation as the annual Rockonomix contest invites students from any university to submit their own economics parody for a chance to win prizes. The collegiate level of the Rockonomix national competition is now in its fifth year, but Holder’s project continues to grow and has started trickling down to even younger students.

“I had no idea then [2010] what it would become and that I would be speaking across the country about this idea,” Holder said. “We are now reaching K-12 educators, not just in our local West Georgia region, but also in Florida, Arkansas, New York, South Carolina, and Texas. In the coming months, I’m scheduled to speak in Oklahoma, Arizona, Louisiana, California, Pennsylvania, Florida, Arkansas and once again in New York spreading the message about Rockonomix and other innovative teaching ideas.”

Richards College of Business Dean and Sewell Chair of Private Enterprise Dr. Faye McIntyre said it is dedicated faculty like Holder that set UWG apart.

“We are so proud of Kim and the accomplishments she’s made in bringing these economic concepts home to this new generation of students,” McIntyre said. “We are in the business of transforming lives through education, engagement and experiences, and Kim’s efforts are a perfect example of how we do that every day.”
Four University of West Georgia students returned home from India in December with a little something extra to place on the mantle above their stockings. Standing two and a half feet tall and shimmering in gold, it may just outshine any other present these students received this year.

Richards College of Business students Earvin Anumgba (marketing and management major), Miringu Kiarie (economics major), Emily Phillippi (economics and finance major), and Natysha Wright (accounting major) returned from a 10-day trip to the 23rd International Economic Convention in Mumbai, India, with four big prizes: “Best Paper,” “Best Presentation,” “Best Speaker,” and the top prize (represented by the giant, gold-colored trophy in the photo) of “Best Overall.” UWG brought home a total of 14 awards from the event.

“All the long nights over the past seven months have been worth it!” said Natysha, who missed her own graduation ceremony to attend the competition and brought home an individual award for “Best Overall Contribution” to her team. “Winning this competition and taking that walk to accept our trophies literally brought tears of joy to my eyes; it was the best graduation gift I could ask for.”

Teammate Earvin, who also won an individual award for best speaker, echoed her sentiments, and said, “It feels great to win, especially to be able to represent West Georgia during the process. I felt like we had a really good chance of winning. We just needed to have a complete show.”

UWG was one of only two North American universities represented at the annual convention, where teams from nine schools all over the world competed. The convention theme this year was “Corporate Social Responsibility: Lessons from Abroad” and each team was assigned a specific country to report on. Richards College of Business was assigned Germany. For the competition, students were required to write a 35-page empirical research paper and prepare a 25-minute presentation.

The competition was fierce as Emily noted, “The convention was amazing and an eye-opener regarding how advanced the Indian students are in their studies.”

However, the team was up for the challenge and has clearly earned some bragging rights – for both themselves and the faculty.

“We are very proud of Team India and their success,” said Richards College of Business Dean and Sewell Chair of Private Enterprise Dr. Faye McIntyre. “They are excellent representatives of the caliber of students we have here at the Richards College of Business.”

For the competition, students were judged on the content of their paper, their presentation, and how well they did with the question and answer section of the competition. They presented in front of three judges, other competitors, and a large audience of students and faculty. For their presentation, UWG’s team chose the context of a popular Indian talk show, which was received very well by the audience.

The students’ efforts were entirely extracurricular. They began last spring by auditioning for a role on the team. After being selected, they began their research over the summer.

“When we selected this team, we knew they had a lot of potential. I’m very proud to see that they turned potential into reality,” said Dr. John Upson.

To guide the students, Dr. Kim Green and Dr. Susana Velez-Castrillon supervised the development of the research paper, Dr. Upson assisted with presentation development and logistics, and Dr. Salil Talpade and Dr. Beheruz N. Sethna traveled with the team to India.

“I feel very proud of these students,” said Dr. Velez-Castrillon. “They worked very hard throughout the summer and fall semesters. They were juggling classes, internships, and family obligations while working on this large project. I think they succeeded not only because of their hard work, but also because they were able to identify their individual strengths and learned to trust each other.”

The students said their success was hard-won, yet almost unreal.

“It feels surreal thinking that we won the best research paper, presentation, and overall,” said Emily. “All of us keep bursting into laughter when we think about the consecutive announcements calling [our team as] the winners for each section. I feel proud and ecstatic!”

After the convention, the students were able to relax and tour Mumbai.

“People are very friendly and welcoming. I loved the country and definitely want to return,” said Emily.

This is the fifth year that University of West Georgia has competed in the International Economic Convention in Mumbai. UWG also won the competition in 2013.
What do these three Richards College of Business alumnae have in common?

Becky Blaylock
Author and Managing Partner
Advisory Capital

Laura Travis
Director of Grants Services
Nature Conservancy

Missy Dugan
President and CEO
Boys & Girls Clubs
Metro Atlanta

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Spring 2016 Events

1/25 Executive in Residence (John Paulk III)
1/29 Faculty Research Lunch (Economics)
2/8 BB&T Lectures in Free Enterprise (Stu Thorn)
2/26 Faculty Research Lunch (Accounting)
3/4 Board of Advisors Meeting
3/14-18 Spring Break
3/22 Big Night
3/31 Executive in Residence (Russ Caudell)
4/2 Richards College Preview Day
4/7 Future Faculty Lunch
4/12 Beta Gamma Sigma

2015 Richards College of Business Scholarship Recipients

Assistant Dean Diane Williamson with some of our exchange students from Germany
Richards College of Business international students

KaRa Thompson, Courtney Bennett and Ethan Brown; students who studied in Poitiers, France