The Bryan School positions itself as one of the top business schools in the US

The Bryan School of Business and Economics takes pride in the efforts to create innovative and principled leaders who are exceptional problem solvers. We endeavor to equip our students with knowledge and skills in the best business practices with an emphasis on finding solutions promoting innovation, globalization, sustainability and ethics — our core educational objectives.

While we work relentlessly toward our mission, being recognized as one of the best business schools in the country makes our journey humbling and inspiring. We feel honored to share our more recent accolades with you.

- In Bloomberg Businessweek’s ranking of part-time MBA programs, the Bryan School MBA was No. 13 in the nation and No. 4 among public universities.
- The IS Job Index identified the Bryan School’s Information Systems program as one of the nation’s top 50 programs.
- Fashion-Schools.org ranked the merchandising program offered by the Bryan School’s Department of Consumer, Apparel and Retail Studies as among the top 25 in the US. The design program also ranked 5th best in the South.
- For the 14th consecutive year, The Princeton Review recognized the Bryan School as “one of the best 295 business schools” in the country for its challenging academic programs, supportive environment and affordability.
- A team of MBA students won the 2014 Small Business Institute’s Project of the Year award for their comprehensive business plan for a restaurant for Raffaldini Vineyards and Winery. A feasibility business plan by an undergraduate team for Little Acorn Books, a local publisher of children’s books, won second place in the Small Business Institute’s undergraduate feasibility business plan category.
- The Allied Academies conferred its Academy of Educational Leadership’s Award for Innovative and Creative Education to the Entrepreneurship Cross Disciplinary Program.
In my almost 3 years as the Dean of the Bryan School, I have witnessed much positive change despite of an increasingly challenging environment with state budgets decreasing. The improvement in our Bloomberg Businessweek ranking to #13 in the U.S. and #4 among all public universities for the MBA program is outstanding. This improved ranking is validation of what you (and we) already knew: the Bryan School delivers high quality educational programs.

Additionally, over the past three years our students have won national awards for consulting projects involving actual businesses, as part of their degree programs. Many clients and executives frequently share their positive feedback with me regarding the skill and high quality of work produced by our students.

Moreover, I am proud of the many reasons for our success:

- Incredibly motivated and hard-working students.
- Extraordinarily dedicated faculty and staff members.
- Nurturing relationship between students and faculty.
- Developing a new mission statement to elevate our standards of excellence.
- Dedication to producing innovative and principled leaders who are exceptional problem solvers.
- Commitment to theory and application with an emphasis on the practical integration of real-world projects.
- Strengthening our multinational experiences to ensure graduates can contribute to organizations becoming more globally competitive.

Through our teaching, research, and outreach, we intend to prepare the leaders of tomorrow! We encourage you to become a part of our transformation. If every alum gave $10 a month, it would have a huge impact on our ability to support our students, faculty and staff in the important and transformational work they do. In addition, see the back page of this newsletter for additional opportunities to be involved. If you would like more information, please e-mail me at mcbanks@uncg.edu.

McRae C. Banks II
Virginia Batte Phillips Professor and Dean
The Bryan School restructured its undergraduate and graduate business programs after a year-long process. We believe combining great programs with great thinking creates great results. Our enhanced business programs are a solid foundation, preparing graduates with a global perspective and multi-dimensional approach; cross-functional management and problem solving skills; as well as a comprehensive, theoretical, applied and practical knowledge base.

Two exciting elements of the new initiative were:

X-CULTURE
Undergraduate business students work in virtual teams with business students from universities around the world in randomly assigned teams to complete projects for global companies. In addition to team collaboration, students develop valuable skills such as working with individuals at multinational corporations from diverse cultures and language abilities. Acquiring global internships, our students learn best practices of cross-cultural collaboration through personal experiences. This year over 3000 students from over 90 universities were involved in this Bryan School created initiative!

HANDS-ON PROJECTS
Another essential requirement for all business students, which ensures they are prepared for career success, is the hands-on project. This occurs frequently and with high quality. For example, a team of MBA students and faculty won the Project of the Year Award with their proposal of establishing an Italian restaurant at Raffaldini Vineyards and Winery.

These two elements will bolster our graduates toward acquiring internships and full-time opportunities in diverse, multi-cultural environments — preparing them to make meaningful contributions.

INTRODUCING OUR NEW FACULTY
More of a Good Thing...is a good thing!

James S. Boles
Professor of Marketing and Head, Department of Marketing, Entrepreneurship, Hospitality and Tourism

Heng (Hunter) An
Assistant Professor of Finance

Zachary Cole
Assistant Professor of Sustainable Tourism and Hospitality

Jiyoung Hwang
Assistant Professor of Marketing

Jenna Meints
Assistant Professor of Accounting

Seoha Min
Assistant Professor of Apparel Product Design

Aaron Ratcliffe
Assistant Professor of Supply Chain Management

Irfan Safdar
Assistant Professor of Accounting

Zhonghui (Hugo) Wang
Assistant Professor of Management

Ling Xue
Assistant Professor of Information Systems
NEW PROGRAMS, NEW VISTAS, THE EXCEPTIONAL BEGINS HERE...

As a result of University restructuring, the Bryan School has added two new programs to its portfolio.

SUSTAINABLE TOURISM AND HOSPITALITY (STH)

Formerly, the Hospitality and Tourism Management (HTM) program, the STH faculty have developed a groundbreaking undergraduate curriculum, the first of its kind in the country. The program focuses holistically on sustainability values and the triple-bottom line approach to business: People, Planet and Profits. The BA in STH program educates future professionals with the necessary technical and management skills to lead the industry, while instilling essential values of sustainability, cross-cultural perspectives and passion for social responsibility.

CONSUMER APPAREL AND RETAIL STUDIES (CARS)

The CARS Department offers the bachelor’s, master’s and doctoral degrees as well as a post-baccalaureate certificate. Recently the department launched an Online MS degree in Global Apparel Supply Chain Management. All the courses focus on the consumer, apparel and retail issues with emphasis on consumer behavior, marketing and product development.

We welcome all alumni associated with these programs to the Bryan School Alumni Family.

Bryan School Alumni Association News

During Fall Semester, the Bryan School Alumni Association held its 20th Annual Bryan Alumni Golf Tournament at the Bryan Park Champions Course, Greensboro, NC. Bryan alumni and friends raised more than $6,700 which will benefit the Bryan School Alumni Scholarship Endowment. Established in 2009, this endowment supports Bryan School students who have strong academic standing and leadership potential. Thank you to our volunteers, corporate sponsors, alumni and friends who helped make this tournament a successful fundraiser!

THANK YOU TO OUR SPONSORS...

Blue Ridge Companies  Robert Half International
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Food Express, Inc.  Merrill Lynch
LF USA  Pita Delite
Mac Banks  Atlantic Webworks
Market America  Atlas Lighting Products
Middleburg Bank  Campus Crossing
Mountcastle Insurance  Gilbarco Veeder-Root
NewBridge Bank  Pope Companies
RH Barringer Distributing Co.  Stanley Benefits
Smith Leonard PLLC  UNCG Alumni Association
The Business Journal

To see more pictures go to www.uncg.edu/bae/2013golf/

SAVE THE DATE for this year’s tournament

SATURDAY, OCTOBER 11, 2014

For more information on becoming a sponsor or playing in the tournament, contact Brent Forsythe at (336) 256-0376 or baforsyt@uncg.edu.

Alumni by the numbers

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Sally Crumpler Jobe ’64 Honors School with Gift to Renovate Conference Room

Renovations are complete in Bryan Room 419, made possible through a generous gift from Sally Crumpler Jobe ’64 and her husband, Warren. Named in honor of Sally, the newly renovated Sally Crumpler Jobe Conference Room provides a professional and modern space for meetings, videoconferencing and collaborations among business leaders, students, staff and faculty.

To celebrate the gift, Chancellor Linda Brady and Dean Mac Banks hosted a ribbon cutting ceremony to dedicate the newly renovated space. Dean Banks summarized the importance of the Jobe’s gift and the lasting impact it will have. “The Sally Crumpler Jobe Conference Room will be an important place for building relationships and sharing ideas – now in a space that is fitting for a school of our caliber. Thank you, Sally and Warren, for recognizing that need and for your generosity.”

Joining Sally and her husband at the ribbon cutting were members of their family, faculty, staff and members of the Class of 1964 50th Reunion Planning Committee. Sally made the gift in celebration of the 50th anniversary of her graduation from UNCG and as an expression of appreciation for the excellent education and opportunities she experienced as a student.

“The Sally Crumpler Jobe Conference Room will be an important place for building relationships and sharing ideas – now in a space that is fitting for a school of our caliber. Thank you, Sally and Warren, for recognizing that need and for your generosity.”

— Dean Mac Banks
Bryan Graduate Creates Award-winning Social Media App

*Damien Patton, ’99 Honored by Beta Gamma Sigma Chapter*

Damien Patton, ’99 Finance, made news recently with his latest endeavor, Banjo, the social discovery app that has become one of the leaders in the industry. In January, Banjo was named the top featured app in the Android market as well as a 2014 Editors Choice by Google. According to Patton, “Out of zillions of apps in the world, the Google engineers and product team chose us. It is the highest honor our engineers could receive.”

Now in its 4.0 version, Banjo, an event and breaking news detection engine, is so powerful many top news organizations such as NBC, FOX and BBC use it regularly to track world events. Banjo is available as a free download on both iOS and Android platforms. It has been downloaded more than 6 million times.

Patton graduated magna cum laude and was inducted into Beta Gamma Sigma, the International Honor Society for AACSB-accredited schools of business. He returned to campus this spring as Beta Gamma Sigma’s chapter honoree.

“Out of zillions of apps in the world, the Google engineers and product team chose us. It is the highest honor our engineers could receive.” — Damien Patton
Dean Mac Banks presented the Bryan School’s 2014 Distinguished Alumni Award to David Styles Jolley, MA Economics ’76. One of the first graduates of the MA in Economics program, David has led a distinguished career in the financial services industry, as well as a life of community service and philanthropy. David spent 33 years with Wachovia Bank, retiring in 2003 as Senior Vice President, where he worked in treasury services, as manager and city executive in Durham, NC, as capital markets strategist and finally as corporate finance strategist for the mid-Atlantic division. Since retirement, he has held leadership positions in several community banks, including Middleburg Bank where he currently serves as Senior Vice President in Williamsburg, Virginia.

David has been active with both UNCG and North Carolina State University, where he earned his undergraduate degree, and has served on numerous boards at each institution. Together with his wife, Celia, BA Elementary Education, ’71, he received NC State’s Meritorious Service Award, a top recognition granted by their Alumni Association. He was also honored as the Bryan School’s 2012 Chapter Honoree of Beta Gamma Sigma, the honor society for accredited schools of business.

During the presentation of the award at a dinner with alumni and friends, Dean Banks announced that David and his wife, Celia, have agreed to establish a professorship in the Bryan School with a $500,000 estate gift. The Celia Gomedela Jolley and David Styles Jolley Distinguished Professorship in Economics will support outstanding faculty members in economics, in honor of their parents and the numerous faculty members that enriched their educational experiences. “This extraordinary commitment will serve the very core of our institution — the faculty who teach, guide, and shape lives,” Banks stated.
UNCG has a strong foundation and despite the budget difficulties, the Bryan School has been doing great things and raising the bar high.

How can you be a part of the transformation?

We are committed to being the “best of the best” for our students, graduates, faculty, staff and the businesses and communities where we live, serve and lead.

We can be even more successful with your help. Here are some opportunities to get involved.

HIRE A BRYAN SCHOOL STUDENT
Internships provide mutual benefits — great workers for you, great experiences for the students.

HIRE A BRYAN SCHOOL GRADUATE
Or “exceptional problem solvers” as we call them. They can make an immediate impact in your organization.

SUPPORT STUDENT INITIATIVES
Make a difference and enrich the lives and educational experiences for students.

LET US HELP YOU
• Have a business opportunity to explore? Talk to us about a student consulting team helping you with your business needs.
• Training needs? We offer open enrollment and customized Executive Education.

Give at GivetoUNCGBryan.com

CONTACT THE BRYAN SCHOOL DEAN’S OFFICE FOR FURTHER INFORMATION
Bryan.uncg.edu       UNCGBryan@uncg.edu       (336) 334-5338

Follow us on Social Media. Scan to launch our Social Media Page with easy links to all the Bryan School connections.