• Unlike College of Engineering, which is dominant in the state, College of Management exists in very competitive environment (Terry at UGA, Goizueta at Emory, J. Mack Robinson at Ga State, Coles College at Kennesaw).

• Need not only to lift College to high level of excellence, but also create unique market niche that distinguishes us from others. GT’s technological and entrepreneurial focus defines that niche. Global economy has growing need for what we can offer.

• Developed a vision for COM:
  o Raise caliber of faculty.
  o Develop creative programs – executive master’s in management of technology, Tl:GER, global executive MBA.
  o Relocate College to a first-class facility in the heart of Atlanta’s growing high-tech business community.

• Donors caught the vision:
  o Naysayers said we couldn’t raise the funds for this building.
  o Donors understood the importance of quality facility and strategic location; could think big, think outside the box.
  o Campaign to raise funds for building kicked off robustly.
  o Anonymous $15 million challenge gift provided impetus to finish fund-raising.

• Over past several years, COM has clearly developed the aura of an organization that is going places. Has become more appealing to donors:
  o Donors are proud to be associated with an organization that is achieving new levels of excellence.
  o Want to see their name on the wall of an innovative facility that houses and equally innovative program.

• But even if you have the best people, programs, and facilities, fund-raising still involves work. Give credit to and thank:
  o Dean Terry Blum
  o Development Director Phil Spessard
  o Vice President for Development Barrett Carson
  o Volunteers

• Especially thank donors:
  o Can see your names on the windows, on donor wall, and on plaques throughout the building.
Deeply grateful for your faith in the College; committed to keeping faith with you by bringing your gifts to fruition. Will continue to make you proud to have your name on this building.
AWARDS PROGRAM

• Welcome

• Many people judge us by our rankings, and has been gratifying to see COM improving in various national rankings from US News to BusinessWeek to Forbes. But a truer measure may be quality of graduates the college produces.

• Tonight we recognize management alumni who have gone on to provide leadership to Atlanta, Georgia, the nation, and even the world.

• Their businesses range from management to technology, from real estate to financial services, from athletics to entertainment, from seeing better to eating better.

• Have also been leaders for Georgia Tech:
  o Alumni Association Board
  o GT Foundation
  o GTAB
  o COM Board of Advisors
  o GTRC Board
  o Alexander Tharpe Fund
  o Several are generous donors

• Have given back to their communities in many ways
  o Chambers of Commerce and business organizations
  o Community service organizations
  o Educational institutions
  o Environmental preservation organizations

• Tonight we pay tribute to their outstanding careers, honor them for their service, and thank them for being ambassadors for Georgia Tech around the state, the nation, and the world.