BIGGEST NEWS IN 100 YEARS!

THE SCHELLER BRAND: $50 Million Gift and Challenge Grant Position College as World Leader

THE DEAN’S REPORT
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Message from the Dean

The year 2012 marked the 100th anniversary of business education at Georgia Institute of Technology – as well as a historic shift for our business school. A $50 million gift commitment from alumnus Ernest Scheller Jr. (IM 1952) led to a new name for our College.

This was a major milestone along our path to becoming the world’s preeminent school for technology and business. Technology is only becoming more important to society, the economy, and the world at large. Therefore, we are in the sweet spot, doing what the world is only going to consider more and more valuable.

When I began my first term as dean in 2006, I firmly believed that to compete with the world’s best business schools, we needed to significantly increase the size of our faculty. So I’m pleased to report that our tenured/tenure-track faculty, which was in the low 50s in 2006, has grown to 79, with the addition of 13 new professors this year alone. Our recruitment efforts in recent years have yielded star scholars as well as some of the most promising young minds in academe. These professors are innovative, creative, and able to build interdisciplinary bridges across Georgia Institute of Technology, ensuring that our students learn from the very best.

It’s exciting to think what the next 100 years will hold for the Scheller College of Business. I believe that our graduates will change the world of business in ways that we are only beginning to imagine, building upon the legacy of our world-class roster of alumni.

The loyalty of our graduates has proven invaluable through the years, especially during recent rough economic times. But thanks to the vision of Ernie Scheller and other generous alumni who’ve participated in our $20 million Challenge Grant, we’ve been able to expand at a time when many business schools have struggled to maintain the status quo.

I encourage you to review this publication to learn about our exciting progress and rich history. You’ll understand why now – more than ever – is an exciting time to be part of the Scheller College of Business.

Sincerely,

Steve Salbu
Dean and Stephen P. Zelnak Jr. Chair holder
$50 Million Gift and Challenge Grant Position College as World Leader

After many years as the College of Management, we are now the Ernest Scheller Jr. College of Business. But this transformation began shrouded in mystery. In the fall of 2009, an anonymous donor gave $25 million to the school ($20 million of which was a dollar-for-dollar Challenge Grant designed to inspire other donors).

The man behind the gift was a closely guarded secret until summer 2012, as the Challenge Grant edged closer to completion. Then suddenly the news broke. With an additional $25 million commitment from Ernest Scheller Jr. (for a total of $50 million), Georgia Tech College of Management not only had a new brand name, but also was officially known as a College of Business.

For many in the College community, it seemed the perfect way to cap 100 years of business education at Georgia Tech. In 1912, Georgia Tech first began offering business classes and soon developed a full School of Commerce.

Dean Steve Salbu says that the name change to a College of Business “strategically aligns with all of our degree programs in the terms of the language and branding used by a majority of our peers and more accurately reflects our mission of education and research in all aspects of business. We couldn’t be happier to call ourselves the Ernest Scheller Jr. College of Business.”

FOUNDATION FOR SUCCESS

When Scheller enrolled at Tech in 1947, what is now the Scheller College of Business was known as the School of Industrial Management. “Georgia Tech taught me the value of perseverance and persistence,” says Scheller, who graduated in 1952 with a bachelor’s degree in industrial management.

He credits his Tech experience with developing his keen entrepreneurial edge and laying the foundation he needed for career success. “When I got to campus in the fall of 1947, the first thing I did was join the ROTC, which provided me with some regular income. I also joined the Georgia Air National Guard, where I made staff sergeant,” he remembers.

“I was table manager at a fraternity house. I was the advertising manager of the Yellow Jacket (the humor magazine of the era), where I earned commissions from ad sales. I even set up a silk-screening business...
in the basement of a fraternity house, making posters for campus events.”

He adds: “While it may not have been the best thing for my grades, taking on all those enterprises taught me how to not only provide for myself, but also to figure out how to deliver a product that someone really wants, how to be successful in the real world.”

**TAKING THE REIGNS**

After graduation, Scheller embarked for Air Force service in California, and then returned to Pennsylvania where his father had founded Silberline Manufacturing in 1945. By 1964, at age 34, Scheller had become president of the company, following his father’s death.

Under his leadership, Silberline experienced a period of explosive growth and innovation. Through strategic innovation and product customization, Silberline continued its growth into one of the top global suppliers of high-quality pigments used in the automobile industry and other sectors. These pigments are designed to enhance the visual appeal of coatings, paints, inks, plastics, and textiles. If your automobile has a metallic finish, chances are the shimmer was provided by Silberline.

In the 1970s, the company introduced a new grade of pigment called the Sparkle Silver 3500 that “revolutionized the business,” Scheller says.

Volkswagen played a key role in Silberline’s growth when it converted from the Beetle to the Golf. “On the Beetle, there were no metallic colors – they were mostly black or bright yellow or bright green. To introduce the new styling, they came up with five champagne colors, all metallic, all based on our Sparkle Silver 3500. We were getting inundated. The country was going metallic, from about 20 percent metallic automobiles up to 40 percent. Now it ranges from 60 to 80 percent,” Scheller explains.

Today Silberline has more than 700 employees worldwide with manufacturing, technical, and research
centers in Europe, Asia, and North America. Scheller remains active in the business as chairman emeritus, while his daughter, Lisa Jane Scheller (a past speaker in the College’s IMPACT Speaker Series) serves as president of the company.

“Ernie Scheller has a distinguished track record of success in leading and growing one of the top family-owned businesses in the country,” says Georgia Tech President G. P. “Bud” Peterson. “Ernie rightfully takes great pride in building upon his father’s legacy and passing on the fruits of his labors to succeeding generations.”

LONG-RUNNING SUPPORT
Scheller, who was recently inducted into the College’s Alumni Hall of Fame, has been a consistent supporter of Tech since graduation. “I started giving to Roll Call as soon as I went into the service and had a steady income,” he says.

Prior to their $50 million gift, Scheller and his wife, Roberta, had already been leading benefactors. They provided substantial support for the College’s Tech Square facility (an auditorium and lobby were named for the two), as well as a seven-figure gift that established the Ernest Scheller Jr. Chair in Innovation, Entrepreneurship, and Commercialization.

When it comes to charitable giving, their top priority is consistently education. “There’s lots of talk about how we as a country seem to be failing comparatively when it comes to educating the next generation,” says Scheller, a long-time member of the College’s Advisory Board. “If the U.S. wants to remain competitive, we’ve got to educate our young people properly.”

According to Dean Salbu, what is striking about Scheller’s latest commitments is the intent. Scheller has earmarked the funds not for new buildings or renovations, but to be invested in people – in endowed chairs, professorships, scholarships, and graduate fellowships.

“My highest priority as dean has been to accelerate the growth of our tenure-track faculty, because they are the cornerstone of a great business school,” Salbu says. “It’s also been imperative that we endow substantial numbers of scholarships and fellowships to attract and support the very best talent.”

MEETING THE CHALLENGE
While $5 million of Scheller’s initial $25 million gift provided funds to be deployed at the discretion of the dean (mostly to bring our graduate programs up to a truly global standard), the other $20 million was a dollar-for-dollar Challenge Grant. This meant that other donors could establish chairs, professorships, scholarships, fellowships, programs, and other endowed funds in the name of their choosing for half the cost. For example, a $2 million endowed chair could now be established with a commitment of $1 million.

In all, Scheller’s gift – along with others inspired to participate through the Challenge – has more than doubled the College’s endowment. To date, $19.4 million of the $20 million Challenge Grant has been met.

The second $25 million gift from Scheller is taking the form of a dean’s discretionary endowment. Salbu says that funding will “give us a real boost when it comes to taking advantage of opportunities as they arise. Income from this permanent endowment will be available for me and for every dean who follows me in perpetuity.”

Salbu, who aims for the College to become the world’s preeminent school for business and technology, says, “This is a transformational gift that will allow the College – which has gone from being a very strong regional player to being a competitor within the big leagues of business schools – to firmly keep our place within that competitive arena.”

Scheller sees great things ahead for the College of Business and Institute as a whole. “I think Georgia Tech should strive to be number one, and I am interested in doing anything I can do to help achieve that goal,” Scheller says. “I’m not talking about just the College of Business; I’m talking about the whole Institute.”
Initially started in 2009 through an anonymous donor, the $20 Million Challenge Grant is very close to fulfillment. As of November 2012, $19.4 million of the Challenge has been committed, and there’s still time to participate through a Qualifying Gift.

Ernest Scheller Jr. started the dollar-for-dollar Challenge to inspire other donors to more than double the College’s endowment through the creation of faculty chairs and professorships, student scholarships and fellowships, and other opportunities.

For more information about the Challenge Grant, contact John Byrne at 404-385-3876 (john.byrne@scheller.gatech.edu) or Scott Bryant at 404-385-2194 (scott.bryant@scheller.gatech.edu).
TO DATE, THE CHALLENGE GRANT HAS ESTABLISHED:

3 ENDOWED FACULTY CHAIRS
Esther R. and Edward J. Brown Jr. Chair
Gregory J. Owens Chair
Sharon M. and Matthew R. Price Family Chair

7 ENDOWED PROFESSORSHIPS
Anonymous Professorship
Dunn Family Professorship
Hubert L. Harris Jr. Family Early Career Professorship
Nancy J. and Lawrence P. Huang Professorship
Sharon A. and David B. Pearce Professorships (2)
Catherine W. and Edwin A. Wahlen Jr. Professorship

33 ENDOWED DEAN’S SCHOLARSHIPS FOR UNDERGRADUATE STUDENTS
Michelle L. Adkins Dean’s Scholarship
Philip Adler Jr. Dean’s Scholarship
Kelly H. and Rick Barrett Dean’s Scholarship
Bergmark Family Dean’s Scholarships (5)
Connie L. and Roger E. Blythe Jr. Dean’s Scholarship
Raena W. and Joseph W. Evans Dean’s Scholarships (3)
Thomas A. Fanning Family Dean’s Scholarship
Cathy M. and Robert M. Gilson Jr. Dean’s Scholarship
Gail S. and Marion B. Glover Dean’s Scholarship
Nancy J. and Lawrence P. Huang Dean’s Scholarship
Molly M. and Dennis H. James Jr. Dean’s Scholarship
Gary T. and Elizabeth R. Jones Dean’s Scholarship
Carol L. and N. Richard Kallikow Dean’s Scholarship
Caron A. and Alan J. Lacy Dean’s Scholarship
Alice Neal Dean’s Scholarship
Gregory J. Owens Dean’s Scholarship
Kendall M. and W. Derek Porter Dean’s Scholarship
Michelle and Peter Quinones Dean’s Scholarship
Steve and Robert J. Schmidt Dean’s Scholarships (2)
Skelton Family Dean’s Scholarship
Speer Family Dean’s Scholarship
Elizabeth Dianne and Gene L. Ussery Jr. Dean’s Scholarship
Catherine and Edwin A. Wahlen Jr. Dean’s Scholarship
S. Joseph Ward Dean’s Scholarship
Judy D. and Stephen P. Zelnak Jr. Dean’s Scholarships (2)

9 ENDOWED DEAN’S FELLOWSHIPS FOR MBA STUDENTS
Robin George Bienfait Dean’s MBA Fellowship
Stephen M. and Angel E. Deedy Dean’s MBA Fellowship
Shelly and Christopher C. Demetree Dean’s MBA Fellowship
Emerson Electric Co. Dean’s MBA Fellowship
Nancy J. and Lawrence P. Huang Dean’s MBA Fellowship
McMillan Family Dean’s MBA Fellowship
North Highland Dean’s MBA Fellowship
M. Lamar Oglesby Dean’s MBA Fellowship
Judy D. and Stephen P. Zelnak Jr. Dean’s MBA Fellowship

2 ENDOWED DEAN’S FELLOWSHIPS FOR PHD STUDENTS
Gregory J. Owens Dean’s PhD Fellowship
Judy D. and Stephen P. Zelnak Jr. Dean’s PhD Fellowship

1 OTHER FELLOWSHIP
Donna W. and C. Richard Crutchfield Fellowship

14 STUDY ABROAD SCHOLARSHIPS/FELLOWSHIPS
Beech Family Study Abroad Scholarship
Bergmark Family Study Abroad Scholarships (6)
Mary Ellen and R. Steve Buffington Study Abroad Scholarship
Chernys Family Study Abroad Scholarships (2)
Joel H. Cowan Study Abroad Scholarship/Fellowship
Christie Naramore Dasher Study Abroad Fellowship
Knoll Family Study Abroad Scholarship
Tom and Mary Naramore Study Abroad Fellowship

TECHNOLOGY & MANAGEMENT PROGRAM NAMING
Steven A. Denning Technology & Management Program

2 STEVEN A. DENNING TECHNOLOGY & MANAGEMENT PROGRAM SCHOLARSHIPS
Lonnie A. “Aubry” Holland Scholarship for the Denning Technology & Management Program
Judy D. and Stephen P. Zelnak Jr. Scholarship for the Denning Technology & Management Program

4 OTHER SCHOLARSHIPS
Richard H. Maddux Scholarship
Michele and David P. Rowland Tech Promise Scholarship
Teresa M. Smith Scholarship
Wesleyan School Merit Scholarship

9 DEAN’S DISCRETIONARY ENDOWMENT FUNDS
John B. Fry Dean’s Discretionary Endowment Fund
Robert F. Head Jr. Dean’s Discretionary Endowment Fund
J. Robert Hudson Dean’s Discretionary Endowment Fund
John P. Imlay Jr. Dean’s Discretionary Endowment Fund
Sandra and Hank P. Linginfelter Dean’s Discretionary Endowment Fund
Benton J. Mathis Dean’s Discretionary Endowment Fund
Laura F. and James E. Trimble Jr. Dean’s Discretionary Endowment Fund

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CHALLENGE SCHOLARSHIP RECIPIENT:
Keegan Christensen Flying High in Denning Technology & Management Program

HOPE was running out for Keegan Christensen before he learned about a new scholarship opportunity for students in the Steven A. Denning Technology & Management Program at Georgia Tech.

That’s because Christensen, a senior, is due to graduate in May 2013 with 140 credits, 13 more than the State of Georgia’s merit-based HOPE Scholarship Program covers. But winning the first Lonnie A. “Aubry” Holland Scholarship ($6,500 split over his last two semesters) has taken financial pressure off of Christensen and enabled him to focus more on his studies and career opportunities made possible by the T&M Program.

Designed to groom leaders who possess both managerial and technological know-how, the T&M program led to an internship last summer at Boeing for Christensen, who has long dreamed of a career in the aviation industry. Throughout his senior year, he and a team of four other students are working on a capstone project for Boeing in which they’re searching for ways to increase operational efficiencies related to auxiliary power units in commercial aircraft.

Boeing is one of a growing number of Corporate Affiliates who participate in the T&M program, which cross-trains students in Georgia Tech’s Colleges of Business, Engineering, Sciences, and Computing. These Corporate Affiliates provide real-world projects for students completing the two-year, 22-credit T&M Program.

Christensen has enjoyed working with students in other majors through the program. “It’s really interesting to see how our different thought processes come together,” he says. “There is definitely a strong demand for business majors who understand technology and engineers who understand business.”

Already a certified flight instructor, Christensen is now considering whether to pursue a full-time position at Boeing after graduation or join the Air Force, where he’d like to fly cargo planes. His father and grandfather were both aircraft mechanics in the armed forces before beginning careers in the aviation industry.

“I’m the first person in my family to venture into the business operations side of aviation,” he says.
CHALLENGE SCHOLARSHIP RECIPIENT:

Janani Raj Aiming for the Corner CEO Office

Though freshman Janani Raj lives in a Coke town, she idolizes Indra Nooyi, the CEO of PepsiCo. “She comes from around the same area in India that I’m from,” Raj says. “Knowing that someone from my background can be as successful as she is really motivates me. My goal is to become CEO of a Fortune 500 company, preferably Coke.”

Raj, who spent most of her youth living in Cumming, Georgia, seriously considered pursuing her business education at Georgetown University. But the combination of winning a Gregory J. Owens Dean’s Scholarship from the Scheller College as well as a President’s Scholarship from Tech was too compelling to pass up, she says.

Dean’s Scholarships at the Scheller College typically give recipients an average of $7,500 for four years. Adding in the President’s Scholarship, Raj’s college education is completely covered.

“I love being at Tech. I can’t see myself anywhere else,” she says, adding that her decision hinged on more than just scholarships. “I was the drum major of my high school marching band, so I really wanted a school with the strong team spirit that Tech has.”

Raj hasn’t pursued marching band at Tech, but she is participating in a competitive student dance team, the Ramblin’ Raas, that she enjoys immensely. “Raas is a high-energy style of traditional Indian dance involving the use of sticks, formations, and lots of wild expression,” she explains.

She’s also in training at Tech’s radio station, WREK, and hopes to eventually have her own show. “I want to do an international music show that caters to the diverse population at Tech.”

Raj, who is double-majoring in industrial engineering, says she is used to sticking to a tight schedule so that she has time to pursue a variety of interests. In addition to stellar grades, she believes that her many leadership activities during high school – marching band, Academic Bowl, Science Olympiad, and service on a junior board of directors for a local bank – helped her stand out to the Tech scholarship committees.

“I enjoy holding leadership positions, not because of power, but because of my desire to serve,” she explains. “Being able to lead by example has always been my personal motto.”
A century ago, when Georgia Tech first began offering evening business classes, bookkeepers and other office workers looking for a step up were its target market. “Your competition is fierce – your backbone sapped – unless you train well,” warned an early advertisement in the *Atlanta Constitution*. “You want to grow. Will indecision *balk* your efforts? Are you always going to put off the ‘get ready’ for a better place? You want promotion. Then get ready.”
After beginning to prepare these students (many of whom were already middle-aged and married) for career advancement through an initial Business Science course in 1912, Georgia Tech officially started its Evening School of Commerce the following year. By the time that newspaper ad was published in 1914, the school had moved from main campus to occupy the seventh floor of the downtown Walton office building (no longer standing).

Tech’s School of Commerce rapidly proved popular, with its focus on such business areas as accounting, finance, commercial law, business organization, and management. By 1915, the *Atlanta Constitution* was reporting that the school was “supported by leading Atlantans, many of whom have donated scholarships.”

OPENING DOORS OF OPPORTUNITY
Back in 1917, another Dean, J.M. Watters, also had a vision for the school. He saw it as a place that should open doors of opportunity to women.

“The demands of the Army are taking thousands of young men away from business,” he said at the time. “Capable young women are taking their places in many instances, and there is no good reason why the very efficient women in Atlanta offices should not qualify themselves for executive positions…

“It may be that quite a number of Atlanta young men, content with the job they have because a better one requires preparation, may find themselves working under women managers before many years have passed,” Watters added.

By 1919, when the School of Commerce graduated its first woman, Annie Wise (who was already a college-educated school principal when she started), the school was seeing a “marked increase” in its female enrollment, reported the *Atlanta Constitution*.

“Many young women of marked originality in writing and salesmanship ability have turned to this class to secure basic training in the alluring field of advertising.”

ROLLING WITH BIG CHANGES
During those years, the only admit-tance women students gained to Tech was through the Evening School of Commerce. But their limited entry came to a halt in 1934, when Georgia’s new Board of Regents – created to consolidate higher education in the state – made the controversial decision to shift the popular school to the University of Georgia as a cost-saving move during the Depression.

The school then became known as the University System of Georgia Center Evening School (which in turn became Georgia State University in 1955).

Business education, however, never really stopped at Tech. In 1934, the Institute established the Industrial Management program to meet the need for managers who could thrive in industrial and technical settings,

By 1917, it was the third largest department at Georgia Tech, which was founded in 1888 as Georgia School of Technology as part of efforts to modernize a “New South.”

What is now known as Georgia Tech’s Scheller College of Business has continually evolved during its first century – not just moving around campus and going through a variety of names – but keeping at the forefront of business education. What has remained constant is a commitment to excellence in serving students and the community. Today, under the leadership of Dean Steve Salbu, the College is working hard to become the world’s preeminent school for business and technology.
such as plants and factories. For years, Tech’s business degrees were called industrial management.

What would transition into an MBA program by the early 21st century started as the master of science in industrial management in 1945, the first professional management degree authorized in the state.

**Evolving Student Body, Faculty**

Women weren’t admitted again at Georgia Institute of Technology until 1952. When Joel Cowan (IM 1958) arrived two years later, he could count the total number of women students across campus on less than 10 fingers. “We had regular mixers with students at Agnes Scott College, and a good number of people from my day married women from there…,” he remembers.

“Tech’s campus was much more compact in those days, so after freshman year, you were thrust out into the city, unless you had seniority in a fraternity house,” says Cowan, who began a successful career as a real estate developer soon after graduation, founding Peachtree City in 1959. “Back then, everyone – even the industrial management majors – wore their slide rule and pocket protectors everywhere they went on campus.”

Cowan, who now teaches as an adjunct professor in the Scheller College, notes that in those years, far fewer students than today arrived at Tech knowing that they wanted to study business. They often first explored the engineering options that Tech was far better known for at the time. But that trend has reversed dramatically over the last decade.

The school’s journey to becoming the highly ranked College it is today gained steam in the 1960s, as it attracted more prestigious faculty who were focused on research, says Phil Adler, a retired professor and former holder of the Hal and John Smith Chair.

“The school evolved heavily during those years,” remembers Adler, who joined the faculty in 1962. “By 1969, the school officially became the College of Industrial Management, and we created a PhD degree the following year.”

**Graduating Top Leaders**

Adler, who retired in 2000, credits the loyalty and success of the College’s alumni for much of the great progress the school has made through the years.

He has kept in regular contact with many of his former students, inspiring so much devotion that a group of alumni raised a large sum of money to dedicate a fourth-floor faculty wing of the College’s current building to him in 2005. “I’ll match our school’s...
graduates up against the alumni of any university in the world,” Adler says.

Just a handful of the heavy hitters he taught during his 38-year career at Tech include Thomas A. Fanning (IM 1979, MS IM 1980, chairman, president and CEO of Southern Company), Michael Neal (IM 1968, vice chairman of General Electric), Jack Guynn (IM 1964, retired president of the Federal Reserve Bank of Atlanta), Huber L. “Herky” Harris, Jr. (IM 1965, former CEO of INVESCO), and David Dorman (IM 1975, former CEO of AT&T and current chairman of Motorola).

“That’s just the tip of the iceberg of the great success of our students,” says Adler, 82, who is known for his exceptional memory. “You can go on and on. There are so many. But I never forget a student, or where they sat, or what they said.”

EXPANDING OPPORTUNITY
In the 1970s, the College had moved from a floor of a classroom building to occupy larger digs, the Groseclose building, where it remained until 2003. By the mid-1980s, the College had dropped “industrial” from its degree names.

“That word potentially limited which recruiters might look at our school,” Adler remembers. “It implied a process like manufacturing, when we had graduates going into all types of fields.”

For nearly a decade starting in 1990, the business school was shifted under the umbrella of the Ivan Allen College of Management, Policy, and International Affairs (which included liberal arts). Adler believes that the university administration of the time thought it made sense to group management alongside the social sciences because of the shared focus on people. “However, eventually there was enough pressure from faculty and powerful alumni that we got out of it,” he says.

The business school returned to standalone status as Georgia Tech College of Management in 1998, and soon gained a new dean, Terry Blum, who would help position the business school for a period of remarkable growth. “Terry was the right person at the right time,” says Larry Huang, BMGT 1973, a former chairman and current member of the College’s Advisory Board.

MOVING TO CENTER STAGE
One of Blum’s most visible accomplishments during her seven-year tenure as dean was the move of the College into its home in Technology Square, a development at the heart of Atlanta’s Midtown business community. This bustling area also includes the Georgia Tech Hotel and Conference Center, Advanced Technology Development Center, other educational and economic development centers, and popular restaurant and retail establishments.
Construction began in September 2001, and by July 2003, the College had moved from the Groseclose building across the Interstate bridge linking main campus to Technology Square. By 2006, construction teams had considerably widened the bridge to enable landscapers to groom strips of park space on either side of the road and plant trees along tall walls to hide any view of the heavy traffic speeding below.

This aesthetically enhancing project was important not only to Tech Square, but also to the entire Institute, as the Fifth Street bridge serves as a major gateway to campus from the Midtown neighborhood that has continually gained in prestige and importance.

Integral to the Tech Square area are the Centergy office building and the award-winning MidCity Lofts, both developed around the same time. The high-rise condos that have sprung up all around are the visual evidence that Midtown is perhaps the hottest live-work community in Atlanta.

Near the center of it all, the College’s current 189,000-square-foot building has provided students with all the latest learning tools and enabled them to attend classes just around the corner from companies where they can find great internships, co-op jobs, and careers.

“When I attended Tech, we didn’t call it graduation. We called it ‘getting out.’ Back in those days, the educational environment was much harsher. They told us on the first day, ‘Look to the left of you and look to the right; only one of you is going to be here in four years.’ But it was an amazing experience to reach in and find what reservoirs of discipline and commitment you had. I believe that the pride I have for Georgia Tech’s business school is instilled in most alumni.”

– Gary Jones, GMGT 1971, Managing Director (retired), Credit Suisse First Boston; Professor of the Practice in Finance, Georgia Tech
“My Georgia Tech education has been absolutely instrumental in my career, so I wanted to give back to the school. By endowing a faculty chair, I’ve helped provide students with the opportunity to get a high-caliber education that will make a tremendous difference in their lives. My hope is that 25 to 30 years from now, they’ll feel the same way I do about my Tech education and be in a similar position to support the school.” – Greg Owens, IM 1982, CEO of IronPlanet

RENEWING THE LANDSCAPE
Though perhaps hard to believe now, at the outset of the Tech Square project, the area was considered rather blighted (though it bordered the historic Biltmore building and was just a few blocks from the restored “fabulous” Fox Theatre). The area contained little more than dilapidated warehouse space before community leaders dug in their shovels for a groundbreaking new era.

Laura Grosch Cross, BSM 2005, remembers that promise of the College building’s completion influenced her decision to come to Tech. “This building is incredible,” says Cross, now a manager of new business delivery for InterContinental Hotels Group.

So she begged to differ when she took her first building tour at Harvard Business School, where she enrolled for MBA studies after graduation, and the guide told her, “I bet you don’t have anything as nice as this at Tech.” She still considers the Scheller College one of the finest learning environments she’s ever seen.

Within a year and a half of building completion, the College achieved its $45 million fundraising goal to cover the cost of its new home. Funded without state dollars, this state-of-the-art, building (LEED-certified for environmentally friendly design) is one of few Georgia Tech facilities to be fully funded privately.

PASSING THE BATON
With building funding completed, Blum announced in 2005 that she’d be stepping down in a year to pursue her research interests, including creation of Tech’s interdisciplinary Institute for Leadership and Entrepreneurship.

Proud of her performance, Blum stressed at the time that her accomplishments couldn’t be accurately assessed yet. Her reasoning stemmed from Jim Collins’
Construction on Tech Square was begun in 2001 and completed in 2003.
In 1914, the school moved into the seventh floor of the downtown Walton Building.

The Groseclose building, the College’s home before Tech Square.
book *Good to Great: Why Some Companies Make the Leap…and Others Don’t.*

“From the book, we learn that we won’t know whether General Electric is a great company until we see if Jack Welch’s successor, CEO Jeff Immelt, can sustain great results over time. And that’s how I should be evaluated: Not according to where we are now, but based on where the next people take us,” she said.

Steve Salbu, who’d been an associate dean at the McCombs School of Business at the University of Texas at Austin, succeeded her as dean in August 2006. “By every measure imaginable, Dean Salbu has been able to build upon my legacy, taking the College from exceptionally good to truly great status,” says Blum, holder of the Tedd Munchak Chair.

“Georgia Tech is a large part of why I’m successful today. I learned so much here. The background you get is 10 times stronger than at any other business school. I’m convinced of it because I see it every day with the recruits I bring into The Home Depot. Our grads are heads above those from other schools. Georgia Tech really teaches you to be hard-working and disciplined.” — Kelly Barrett, IM 1986, Vice President of Internal Audit, The Home Depot

Before pursuing the deanship here, Salbu had fielded numerous headhunter calls about other dean positions over the years. “I talked to so many schools that made me think, ‘This is a suicide mission,’” he jokes. But his closer inspection of Tech’s business school revealed tremendous promise. “This was one of the exceptions where I thought this school could really be brought to the next level of prestige and excellence.”

FULFILLING A BOLD VISION

In his quest to position the College as the leading school for business and technology, Salbu immediately set about boosting the size of the faculty. When he started, the number of tenured/tenure-track professors was 53. Now the school has 79.

“The cornerstone of a great business school is a great faculty,” explains Salbu, holder of the Stephen P.
The bridge (pre-widening) connecting main campus with Tech Square.
Zelnak Jr. Chair. “My highest priority as dean has been to accelerate the growth of our faculty. These world-class faculty members will drive the College’s reputation, ensure the continuation of existing programs, and the development of innovative new ones.”

In order to recruit and retain the best talent to teach students, Salbu worked to secure and deploy 24 expendable term professorships (each lasting three or four years) as a creative “bridge to the future” as the College sought many more permanently endowed chairs and professorships.

Despite the tough economic climate, the College’s development team was proving quite successful at its efforts to secure funding to attract the world’s best professors and students when it scored big in fall 2009.

That’s when the College received an anonymous commitment of $25 million, $20 million of which was a dollar-for-dollar Challenge Grant designed to inspire charitable gifts and commitments from other donors to the College’s endowment.

BUILDING A NEW BRAND
As the Challenge Grant drew close to fulfillment in summer 2012, the anonymous donor stepped into the light, pledging another $25 million in order to rename the school as the Ernest Scheller Jr. College of Business.

Scheller, who earned his bachelor’s degree from the College in 1952, said, “I owe so much to Georgia Tech and the rigorous education I received, and I’ve always felt a tremendous amount of gratitude and a strong desire to give back to the Institute. I want Georgia Tech and the business school to be number one.

“We already have the leadership to make that happen with Steve Salbu as dean and our superior faculty, student body, and alumni,” says Scheller, chairman emeritus of Silberline Manufacturing. “I hope that my gift will now be the catalyst for permanently lifting the business school into the ranks of the world’s finest.”

With the name change from College of Management to College of Business, what has always been a business school finally became officially titled as such for the first time in its 100-year history. The change made sense given that the school offers business administration degrees (BSBA, MBA).

“We are one of the oldest business schools in the world,” Salbu says. “For 100 of its 122 years of existence, Georgia Tech has provided business education. The name, scope and organizational structure have changed many times during the years to meet the changing needs of students and the business community. None of the changes over the past century are as transformational as the Scheller gift.”

Many renowned business leaders have visited the school, including Warren Buffett in 2004.

“I think Georgia Tech’s alumni are so loyal because they realize how much value they get from being a graduate. Everywhere I go, people recognize the Georgia Tech brand. When people ask where I got my MBA, being able to say Georgia Tech definitely gives me a high level of credibility in the marketplace. There’s a strong kinship among alumni and desire to give back.”

– Gordan Hwang, MBA 2009, ISYE 2001, Senior Manager, North Highland
1888 The Georgia School of Technology opens in October, offering a bachelor of science in mechanical engineering to 129 students, with five professors and five shop supervisors.

1912 Georgia Tech begins offering its first course in Business Science.

1913 An Evening School of Commerce is opened to provide business education to Georgia Tech students.

1917 The Evening School of Commerce begins admitting women students (policy until 1934).

1934 The newly-created Board of Regents consolidates Georgia’s system of higher education. As a cost-saving measure, the School of Commerce is moved to the University of Georgia.

1934 An Industrial Management program is established at Georgia Tech to meet the need for managers who can excel in technical settings, such as plants and factories.

1945 The master of science in industrial management is authorized as the first professional management degree in the state.

1952 Georgia Tech begins accepting women students again.

1961 Georgia Tech racially integrates.

1969 The School of Industrial Management becomes the College of Industrial Management.

1970 The PhD program in management is established.

1990 A number of academic units are reorganized at Georgia Tech, and the College of Management is combined with the schools of economics, humanities and social sciences to create the Ivan Allen College of Management, Policy and International Affairs.

1993 The Georgia Tech Center for International Business Education and Research (GT CIBER), one of 27 national resource centers competitively funded by the U.S. Department of Education, is established.

1994 The Huang Executive Education Center opens to provide customized leadership training programs.

1999 Professor Terry Blum begins her seven-year tenure as dean of what is again known as a full-fledged College of Management.
2000 Georgia Tech announces plans for the Midtown Technology Square project, which includes a new building for the business school.

2002 The master of science in management degree evolves into a full-time MBA.

2002 Technological Innovation: Generating Economic Results (TI:GER®), an entrepreneurship program, is started in conjunction with Emory Law School.

2003 The College of Management moves into its new location at Technology Square.

2005 Executive MBA in Global Business Program is launched as a companion program to the Executive MBA in Management of Technology.

2006 The College of Management defines its mission to become “the world’s preeminent school for business and technology” under the leadership of a new dean, Steve Salbu.

2006 The College opens the 2,000-square-foot Ferris-Goldsmith Trading Floor.

2007 The first students enroll in the College’s Evening MBA Program.

2008 In partnership with the College of Engineering, the College of Management starts the Steven A. Denning Technology & Management Program, which cross-trains undergraduates in business and engineering. The Colleges of Computing and Sciences later join the interdisciplinary program.

2009 The College receives an anonymous $25 million gift ($20 million of which is a dollar-for-dollar matching grant).

2011 The College changes the undergraduate degree name from a bachelor of science in management (BSM) to a bachelor of science in business administration (BSBA). The change aligns the undergraduate program to the various master of business administration (MBA) degrees offered at the College.

2012 The College is renamed the Scheller College of Business following a $50 million gift from alumnus Ernest Scheller Jr., IM 1952. The first half of his gift initiated the Challenge Grant that began in 2009.

“The recent renaming is a huge step for the College, and I’m so proud for us to now go by the Scheller name. Ernest Scheller Jr. shows the world just what kind of graduates Tech can produce. We can point to him and say this is one of ours; this is what we can do. He inspires us to strive to be as successful as we can be.” – Elana Burton, sophomore business administration major.
TI:GER® Team
Commercializing Wheelchair Control Technology

Tech Transfer Program Leads to Creation of Real Companies
The Tongue Drive System enables users to control wheelchairs, computers and appliances through sensors that track the movement of a tiny sensor pierced into their tongues.

For years, quadriplegics have relied on their lung power to operate their wheelchairs. They’ve had to sip or puff air into a straw affixed near their mouths to activate their wheelchair motions.

But thanks to technology being commercialized with help from students in the Technological Innovation: Generating Economic Results (TI:GER®) program, these people could soon be able to control their wheelchairs through easier, more effective means.

While overexertion of the lungs can lead to exhaustion, the strong tongue muscle isn’t easily fatigued, explains Hangue Park, a PhD student in electrical and computer engineering at Tech. The Tongue Drive System he’s working on enables users to control wheelchairs, computers, and appliances through sensors that track the movement of a tiny sensor pierced into their tongues. Via a small retainer that fits into the roof of the mouth, users can issue commands by moving their tongues in different directions.

To help move this technology from the lab to the marketplace, Park has worked with his TI:GER team, called Tungo, which includes Tech MBA students Nikhil Kurien and Michael Lindsay as well as Emory law students Steve Ferketic and Jake Greenberg.

A collaboration between Georgia Tech and Emory Law School, TI:GER is the first program of its kind to bring together PhD, MBA, and law students in the classroom and research lab over two years to advance research into real business opportunities.

Students accepted into this highly competitive program are assembled into five-member teams, including two MBA students and two law students who focus on the commercialization of a PhD student’s research over a two-year period. What differentiates TI:GER from other technology commercialization programs is the focus on intellectual property issues that the law students contribute.

While some TI:GER research is too early stage for participants to commit years after school to commercializing, many alumni say they’ve gained an entrepreneurial mindset that benefits them in a wide range of careers. Meanwhile, the list of TI:GER projects evolving into successful companies keeps growing.

IMPROVING LIVES
Tungo demonstrated the readiness of the Tongue Drive System for market by placing second in the 2012 Business Plan Competition at Georgia Tech.

Trial users have reported their eagerness for such technology that would eliminate the need to ride around with straws in front of their faces, what they consider a barrier to normal communication, explains MBA student Nikhil Kurien.

“People complain that they look strange with a straw in front of their face,” he says. “The Tongue System makes them feel normal. People won’t even know they’re using a device because the sensor is in the mouth. It’s more aesthetically pleasing and also very user-friendly.”
“The tongue sensor can detect whether you want to move backward or forward, or left or right, and sends that message to software on your smart phone, which can control the wheelchair as well as your computer and other equipment, such as a motorized bed, TV, or radio,” Kurien adds. “The Tongue Drive System cuts down on the number of technological devices these people need to function and reduces their need to be dependent on someone else.”

Maysam Ghovanloo, the professor of electrical and computer engineering who developed the Tongue Drive System, has incorporated a company around it called Lingcast. While Park, the PhD student on the Tungo TI:GER team, plans to continue on as the company’s chief technology officer, the MBA and law students have secured other jobs after graduation.

But Kurien believes that the entrepreneurial education he’s received through TI:GER will aid him as he begins his career as a business analyst with Emerson, a global manufacturing and technology company.

“TI:GER teaches you how to communicate with people from different backgrounds who think differently and approach problems in different ways,” he says. “As an analyst, I’m going to take technology and find ways to make it profitable and sustainable.”

He adds: “Eventually I’d like to become an entrepreneur. TI:GER has been invaluable in connecting theoretical knowledge gained in class to the real world, helping me understand what market strategy, finances, and operational details are necessary to build a business. The TI:GER experience has definitely been worth it.”

MEMORABLE TECHNOLOGY

Brent Duncan (MBA 2009) was no stranger to entrepreneurship when he enrolled in Georgia Tech’s full-time MBA program. But he knew he needed to build his business knowledge about commercializing technologies to ensure his continued success.

Already holding a PhD in materials science engineering from Duke University, Duncan was drawn to Georgia Tech by TI:GER. “This program was a perfect fit for my goals,” says Duncan, who’d previously been involved with a high-tech startup during his Duke University years.

His TI:GER team, Syzygy Memory Plastics, has evolved into a full-fledged company, providing Duncan with a full-time job as CEO since graduation. The company is based around shape-memory plastic technology developed by his TI:GER teammate Walter Voit.
Voit, who earned his PhD in materials science engineering in 2009 and serves as chief technology officer of the company.

“TI:GER and the entire Georgia Tech MBA program were incredibly relevant to my goal of starting a technology-based business,” Duncan says. “It provided an incredible foundation in business for my career.”

His business partner, Voit, adds: “TI:GER gives PhD students the opportunity to see how their technology will impact people and comprehend the stages required for commercialization. Understanding that process helped give the research focus and purpose. The program has helped me clearly articulate my research and its benefits to non-scientists, which is vital to make your science and technology successful in the real world.”

Their company is initially employing its shape-memory plastic technology for hearing protection plugs to be used in factories and other industrial settings. Eventually the company plans to expand into other hearing-related products, including earphones, wireless Bluetooth devices, and hearing aids. The plastic used by Syzygy responds to body heat, adapting to fit perfectly into customers’ ears while alleviating common comfort problems associated with many earplug products.

Syzygy, now based in Dallas (where Voit is an assistant professor at the University of Texas at Dallas), has grown to employ six full-time and several part-time employees. The company has won nearly $2 million in grants and investments, including support from the National Science Foundation and VentureLab, which helps commercialize technologies developed at Georgia Tech.

**BUILT FOR SPEED**

AccelerEyes, winner of Georgia Tech’s 2008 Business Plan Competition, cites TI:GER as key to evolving its plan to commercialize technology enabling supercomputing on a standard PC. “The TI:GER program provided an invaluable education, and the Business Plan Competition was great,” says CEO John Melonakos, who earned his PhD in electrical and computer engineering in 2008. “Constructive criticism from the judges was beneficial and helped shape the next steps we took.”

In addition to Melonakos, AccelerEyes also includes one other member of its original team: James Malcolm, who holds a PhD in electrical and computer engineering. Today the company employs a total of 10 people and is housed in the Advanced Technology Development Center, Georgia Tech’s startup business incubator.

The company’s patented Jacket product – which is designed for engineers, scientists, financial analysts, and other professionals requiring extreme computational power – makes supercomputing on a PC possible by enabling the popular MATLAB code to easily utilize the greater power of the graphics processing unit. Another product, Array Fire, speeds the function of C/C++, Fortran and Python programming languages.

To date, AccelerEyes’ list of customers includes Google, Adobe, Raytheon, Panasonic, Bank of America, Prudential, and the Centers for Disease Control, among others. “This year we celebrated our fifth anniversary with multimillion dollar revenues,” Melonakos says. “Every major technical company is using at least some of our products. We now also offer training and coding services, and the Department of Homeland Security recently asked us to increase the computational process for luggage scanning.”

**AWARD-WINNING APPROACH**

While TI:GER has led to the creation of these and other successful businesses, the program is intended primarily as an educational exercise to teach students about the technology commercialization process, explains Marie Thursby, a Regents’ professor of strategic management.

Since Thursby founded the program in 2002, TI:GER has won recognition for its pioneering educational approach, including support from the National Science Foundation.
Foundation and honors from the Academy of Management and United States Association for Small Business and Entrepreneurship.

To inspire peer institutions to adopt its model for teaching and research, the TI:GER program has conducted workshops to educate other major universities about the program, thanks to support from the Ewing Marion Kauffman Foundation.

Through the years, Thursby and program director Margi Berbari have expanded the program’s educational scope to also include consulting projects conducted by students for startup businesses in Tech’s Advanced Technology Development Center (ATDC).

Dan Pompilio, founder and CEO of ATDC-based Simple C, has benefited during the last two years from the work of TI:GER students. His company has developed multimedia touchscreen-display technology to help remind senior citizens with Alzheimer’s or dementia to take their medications, eat on schedule, and perform other daily activities. Simple C, which recently won a $1.2 million grant from the National Institutes of Health, already has its technology in use in assisted living communities and plans to soon market to seniors living on their own.

“We had a TI:GER law student work on patenting for our tablet technology, while other students worked on market strategy,” he says. “The students loved it because they knew we would actually use their work, so there was a lot of energy around the process. We even gave them an office so they’d feel embedded in our company.”

EXPANDING THE SCOPE

In fall 2011, TI:GER began a program which sends select TI:GER students to Munich, Germany, to gain first-hand experience working with foreign teams on projects for startup entities from Ludwig Maximilian University’s (LMU) Entrepreneurship Center lab incubator, and attend seminars on the European patent and regulatory processes and technology commercialization. LMU students also visit Atlanta to team with TI:GER students on projects for startups.

“Our new global dimension is transformative and vital to the competitiveness of our graduates,” explains Thursby, executive director of TI:GER.

Select TI:GER students are now getting firsthand exposure to the world of investors through an internship program with Atlanta Technology Angels. During 2012-2013, second-year MBA student Heather Yi is one of three TI:GER students working for this group of investors, who make collaborative early-stage investments in promising Georgia-based companies.

“While I help with administrative and operational duties, I’m getting to network with heavy hitters and see what it takes for startup companies to make it and be successful,” says Yi, who wants to follow her father’s entrepreneurial lead. “I’m getting the inside scoop on what investors are looking for. My dream one day is to build my own company.”

“Our new global dimension is transformative and vital to the competitiveness of our graduates.”
- Marie Thursby, executive director of TI:GER
Undergrads Win Business Plan Competition with Breathing Tube Technology

Jacob Thompson explains MAID’s breathing tube technology during the competition’s product showcase reception.

For the first time in the 12-year history of the Georgia Tech Business Plan Competition (BPC), a team of undergraduates placed first, winning for its strategy to market a revolutionary type of breathing tube.

This team, MAID (Magnet-Assisted Intubation Device), won $10,000 for first place as well as the Most Commercializable Award ($30,000 in legal, financial, and other services), the Undergraduate Team Award ($2,000), and the BPC Alumni Innovation Award ($500).

Organized by Georgia Tech’s Institute for Leadership and Entrepreneurship and held at the Scheller College, the BPC is open to all Georgia Tech students as well as recent alumni. This year, 38 teams participated. In all, $22,000 in cash prizes and $40,000 in service packages were awarded during stages of the competition.

The MAID team – consisting of biomedical engineering majors Elizabeth Carrigan, Alex Cooper, Shawna Hagen, and Jacob Thompson – began developing its breathing tube technology during a course in which they were assigned to consider improvements to the laryngoscope device commonly used during general anesthesia and cardiopulmonary resuscitation.

“We came to the conclusion that the device needed to be eliminated entirely for these procedures, and Jacob had the brilliant idea to use magnets to help insert a new kind of breathing tube,” Hagen says.

Jacob Thompson explains MAID’s breathing tube technology during the competition’s product showcase reception.

Jacob Thompson explains MAID’s breathing tube technology during the competition’s product showcase reception.

In 2011, the MAID team placed second in Georgia Tech’s InVenture competition, winning $10,000 and a free patent filing by Georgia Tech’s Office of Technology Licensing. The InVenture contest focuses on developing inventions, while the Business Plan Competition is about strategizing the commercialization of innovative business concepts.

“We’re engineering students so we can design and test till the cows come home, but the Business Plan Competition got us to think really critically about our business strategy,” says Hagen, who adds that she and her teammates are serious about making their company’s product (now in testing) a reality. “The competition was a fantastic experience.”

“We’re engineering students so we can design and test till the cows come home, but the Business Plan Competition got us to think really critically about our business strategy.”

esophagus and can sometimes result in broken teeth. With MAID’s device, a magnet is placed on the outside front of the patient’s neck, helping draw another magnet on the tip of the breathing tube right into the airway.

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“We’re engineering students so we can design and test till the cows come home, but the Business Plan Competition got us to think really critically about our business strategy.”
When Josh Bank (MBA 2011) enrolled in Tech’s full-time MBA program, he was open to wherever his education might take him. But he didn’t expect it to be managing commercial real estate transactions all across Asia on behalf of some of the world’s largest corporations.

Though he focused his MBA studies on accounting and finance, Bank was also able to broaden his real estate background, landing an associate director position with the global firm CBRE upon graduation.

“The company has a significant presence in Asia, with 96 offices and over 7,000 employees,” says Bank, who is based in Hong Kong. “Clients look for our expertise and my assistance in helping them navigate such a diverse region. I advise where, when and how they should manage their real estate needs.”

Bank, who grew up in Atlanta, doesn’t always have to visit these areas personally. But his job still requires a lot of travel, and he tries to learn at least a little of each country’s language.

Although most of his business can be conducted in English, he says he values learning about the cultures and nuances of areas where his work takes him.

He’s been pleasantly surprised by life in Hong Kong. “When you see photos, it just looks like skyscrapers, but the vast percentage of the island chain and territories aren’t built upon,” he says. “Although I live in one of the densest cities in the world, I can go on a hike and see monkeys running by, or jump on a ferry and visit remote, unpopulated beaches.”

Because of the tremendous opportunities in Asia, he would like to stay there for at least a few years. “It’s exciting to help companies as they look to Asia for growth and need our expertise.”

Bank wasn’t new to the field when he took his current job. After graduating from the University of Texas at Austin in 2006, he got his first experience as an analyst for a real estate development company and subsequently worked there through the downturn and the firm’s eventual bankruptcy.

At Tech, Bank wanted to stay connected to the industry, so he took the College’s Real Estate Practicum, in which students work on real projects for top companies. Bank got to work on projects for CBRE, whose close relationship with the program was fostered by the late Skip Beebe (IM 1966), a former CBRE executive who developed the practicum as a faculty member here.

“Skip was incredibly well connected in the real estate community,” Bank says. “He went to companies and asked, ‘What’s keeping you up at night? What can we help you with?’”
As a pilot for Delta Air Lines, David Sneed was already well acquainted with the view from 35,000 feet. But he knew he needed that level of business perspective (through a global lens) to achieve his goal of becoming a major airline executive. So he enrolled in the Executive MBA in Global Business (EMBA-GB) program at Scheller College in 2010.

Shortly after graduating 17 months later, Sneed was promoted from pilot/flight instructor to general manager of corporate strategy and business development for Delta, an unprecedented type of role shift at the company. “I was really blessed to make such a huge leap,” he says. “But without my Georgia Tech education, it wouldn’t have happened.”

Sneed, who majored in aeronautical science at Middle Tennessee State University, dreamt of becoming a pilot as a child. “I had a burning desire to fly planes, and I wouldn’t take no for an answer,” he says. “I became the first person in my entire family to go to college.”

Sneed began his commercial piloting career in 1995 and continues to fly the International Boeing 767 to maintain his pilot requirements at Delta. But his full-time focus is now on corporate strategy and business development.

GLOBAL PERSPECTIVE
Sneed decided to advance his career through EMBA-GB because he’s seen the growth of Delta into a major international player, with employees around the globe. “I knew it would be important to choose a program with a global emphasis.”

For Sneed, one of the most rewarding experiences of the entire program was the Capstone Global Strategy Project that he worked on with a team of classmates. They completed a business analysis of Health Lean Logistics, a Spain-based healthcare logistics and distribution company that was looking to expand.

“None of us had healthcare experience, but once we dug in, we realized we could really help them make it happen in the short-term,” Sneed explains. “The company ultimately made the decision to start operations in the United States while they had the six of us on the team to help. The company chose to locate in Atlanta, adding 100 jobs to the area.”

“I was really blessed to make such a huge leap. But without my Georgia Tech education, it wouldn’t have happened.”
As Wen Wen pursued professorial positions, she found that the valuable teaching experience she gained at Georgia Tech helped set her apart from other job candidates, because many doctoral programs do not require it. “I love sharing what I’ve learned with students,” says Wen, who taught Business Data Communications to undergraduates while earning her doctorate in information technology management (ITM).

After graduating in August 2012, Wen started as an assistant professor at the University of Texas at Austin (a premier post for a young academic in her field).

RESEARCHING SOFTWARE INDUSTRY
Her passion for research also has proven crucial to her professional success to date. Much of her research focuses on intellectual property strategies in the software industry. She’s particularly interested in how the actions of large incumbent firms like Microsoft and IBM affect start-up firms employing and commercializing open-source software.

Wen explains that while proprietary players such as Apple and Microsoft have actively filed legal attacks against small firms with only shallow pockets to protect themselves from intellectual property challenges, IBM has freely donated hundreds of patents to promote open-source innovation. “IBM wants to build a protective umbrella to help firms innovate, and it can profit from the complementary market,” she explains.

During her studies, Wen found her faculty advisor, associate professor Chris Forman, and the rest of the ITM faculty to be extremely helpful as mentors. “The driving forces for me to come to Tech were the high quality of the faculty and the conducive research environment,” she says.

While earning her PhD, Wen also completed her MS in statistics at Tech because of its relevance to her research methods. “It was very demanding to do both degrees, requiring a lot of time and hard work,” says Wen, who’d previously earned an MS in management science and engineering at Nankai University and a BS in information systems from Sichuan University.

Given the demands of two simultaneous degree programs, Wen’s success at Tech is perhaps doubly remarkable. She won the 2011 Ashford Watson Stalnaker Memorial Prize for PhD student excellence as well as a Kauffman Dissertation Fellowship ($20,000), a Kauffman/Georgia Research Alliance Grant ($12,000), and a National Bureau of Economic Research (NBER) Honorarium for the Study of Patents, Standards and Innovation ($7,500).
COMMUNITY

COLLEGE OF BUSINESS

HONORS DAY

PhD student Jennifer Bailey receives her award from Dean Steve Salbu and Joe Evans, IM 1971.

S
cheller College of Business honored faculty, students, and staff who exemplify excellence on April 19, 2012 at the College of Business’ Fourth Annual Honors Day. “These awards play a key role in motivating our entire College community to reach greater heights of excellence,” says Dean Steve Salbu.

Most awards, which were endowed by dedicated alumni and friends, included $5,000. They were presented during a luncheon at the Biltmore Hotel.

FACULTY AWARD WINNERS INCLUDE:

- **Chris Forman**, the Robert and Stevie Schmidt associate professor of information technology management, who won the Brady Family Award for Faculty Research Excellence.
- **Shankar Venkataraman**, assistant professor of accounting, who won the Brady Family Award for Faculty Teaching Excellence.
- **Jeffrey Hales**, associate professor of accounting, who won the Linda and Lloyd L. Byars Award for Faculty Excellence.
- **Lucien Dhooge**, the Sue and John Staton professor of business law, who won the College of Business Dean’s Award for Teaching Excellence.

STUDENT AWARD WINNERS INCLUDE:

- **Kelsey Moore**, a senior, who won the John R. Battle Award for Student Excellence.
- **David Langley**, a junior, who won The Dow Chemical – P.C. McCutcheon Prize for Outstanding Student Achievement.
- **David Yancey**, a senior, who won the Jennifer R. and Charles B. Rewis Award for Student Excellence in Accounting.
- **Maital Dar**, a first-year MBA student, who won the Gaye Gwinn Sims Memorial Award for Student Excellence.
- **Angela Behnken**, a second-year MBA student, who won the Institute for Leadership and Entrepreneurship-Cowan-Turner Student Leadership Award.

STAFF AWARD WINNERS INCLUDE:

- **Anne-Marie DeBacker**, event coordinator for the Undergraduate Office, who won the Verlander Family Award for Staff Excellence.
- **James Hoadley**, assistant director of the Georgia Tech Center for International Business Education and Research, who won the Stephen P. Zelnak Jr. Award for Staff Excellence.
Barry Branch has succeeded Skip Beebe, who died unexpectedly in November 2011, as the Robert H. Ledbetter Professor of the Practice of Real Estate Development.

In this role, Branch will lead the ongoing development of an innovative, integrated program in real estate development for graduate and undergraduate students, drawing upon all of Georgia Tech’s disciplines.

Branch has more than four decades of experience in the real estate development industry. He has developed, financed or managed more than $10 billion in domestic and international real estate projects.

As the first holder of the Ledbetter Professorship, Beebe (IM 1966) joined the College in 2009. Previously he had worked in leadership roles for CBRE, including chief learning officer.
Eugene Kim, assistant professor of organizational behavior
Kim earned his PhD from the University of Minnesota in 2012. His research, which includes workplace aggression and victimization, has appeared or been accepted for publication in journals such as the *Academy of Management Journal* and *Journal of Applied Psychology*.

Jennifer Carson Marr, assistant professor of organizational behavior
Marr earned her PhD from London Business School in 2012. Her award-winning research, which examines motivation and status, has been published in numerous journals, including *Organizational Behavior and Human Decision Processes*.

Cem Ozturk, assistant professor of marketing
Orturk received his PhD from Emory University in 2012. His research focuses on competitive strategy, new product/technology adoption, and retailing. His work has appeared in *IEEE Transactions*, a leading journal.

Karthik Ramachandran, assistant professor of operations management
Ramachandran came to Tech from the faculty of Southern Methodist University. Holding a PhD from the University of Texas at Austin, he researches product design, new product development, and operations strategy. He has published research in leading journals, including *Management Science*.

Omar Rodriguez-Vila, assistant professor of marketing
Rodriguez-Vila received his PhD from Emory University in 2012. Prior to academia, he served as global vice president for integrated marketing communications at The Coca-Cola Company. He researches the environmental and social sustainability benefits of brands.

Brian Swider, assistant professor of organizational behavior
Swider received his PhD from Texas A&M University in 2012. His research, appearing in such publications as the *Journal of Management* and *Journal of Applied Psychology*, includes employee withdrawal, turnover, recruitment, and personality.

Necati Tereyagolu, assistant professor of operations management
Tereyagolu earned his PhD from the Wharton School at the University of Pennsylvania in 2012. His research, accepted for publication in *Management Science*, focuses on constructing economic or probability models to explain customer behavior and development strategies.

Adam Vitalis, assistant professor of accounting
Vitalis earned his PhD from the University of Wisconsin in 2012. Prior to academia, Vitalis was a senior manager with Deloitte’s Audit & Enterprise Risk Service. His research interests include financial reporting and risk assessments.
Select Faculty Achievements

Three Scheller College professors were ranked among the world’s Top 100 Innovation Management Scholars, according to the Journal of Product Innovation Management: Frank Rothaermel (#11), professor of strategic management; Stelios Kavadias (#16), associate professor of operations management (#16); and Sandra Slaughter (#70), professor of information technology management. Georgia Tech is ranked 21st worldwide among Top Innovation Management Universities.

Ravi Subramanian, associate professor of operations management, won the 2012 Paul Kleindorfer Award in Sustainability from the Production and Operations Management Society (POMS).

Christina Shalley, the Thomas R. Williams-Wachovia professor of organizational behavior, was inducted as a fellow into the Society of Industrial/Organizational Psychology.

Eric Overby, assistant professor of information technology management, won the Class of 1934 Course Survey Teaching Effectiveness Award from Georgia Tech. He also won the Best Reviewer Award for 2012 from the journal Information Systems Research.

Lucien Dhooge, the Sue and John Staton professor of business law, is co-author of the new book International Business Law and its Environment (South-Western Cengage Learning). He also won the Best International Case Study Award from the Academy of Legal Studies in Business.

Marie Thursby was named a Regents’ professor of strategic management.

Atalay Atasu, assistant professor of operations management, won the Wickham Skinner Early-Career Research Accomplishments Award from the Production & Operations Management Society.

Wade Chumney, assistant professor of business law and ethics, won the Young Scholar Award of Excellence from the Southeastern Academy of Legal Studies in Business.

Manpreet Hora, assistant professor of operations management, won the Academy of Management Journal’s Outstanding Reviewer Award.

Dong Liu, assistant professor of organizational behavior, won the Best Paper with International Implications Award from the Academy of Management’s Organizational Behavior Division.

Chris Forman, associate professor of information technology management, was appointed senior editor of Information Systems Research. He also won the Best Paper Award at the Workshop on Health IT and Economics for the paper, “The Trillion Dollar Conundrum: Complementaries and Health Information Technology.”

Vinod Singhal, professor of strategic management and associate dean of MBA programs, won the Journal of Operations Management’s Best Associate Editor Award.

Marius Niculescu, assistant professor of information technology management, won a Distinguished Service Award from Management Science.

Sam Bond, assistant professor of marketing, won the Publication Award from the Decision Analysis Society.

Dining Study Receives Widespread Media Attention

Marketing professor Koert van Ittersum won widespread media attention for a study showing that softer lighting and relaxing ambient music can affect the eating patterns of restaurant diners.

Published in the journal Psychological Reports, the study found that customers in a fast food restaurant with mood enhancements ate up to 18 percent fewer calories than those in typical restaurant conditions. This research won coverage in such media outlets as The New York Times, ABC News Radio, Los Angles Times, Huffington Post, Bloomberg BusinessWeek, and The Times of India.

Van Ittersum notes that in addition to eating less, those seated in the fancy area he set up in a fast-food restaurant “also rated the food as tasting better than those who sat in the traditional dining section.”
Breznitz’s Book on China Wins Top Honor


The book closely examines the strengths and weaknesses of the Chinese economic system to discover where the nation may be headed and what the Chinese experience reveals about emerging market economies.

“Chinese companies have been doing wonderfully by being on the cusp of the latest available technologies developed elsewhere and then being able to work on them,” Breznitz says.

Butler Proposes Steps for Increasing Board Diversity

According to Seletha Butler’s article “All on Board! Strategies for Constructing Diverse Boards of Directors” in the *Virginia Law & Business Review*, the boards of directors of companies should be more inclusive, reflecting “the demographics and composition of the global marketplace that the companies serve.”

Butler, an assistant professor of business law and ethics, suggests that U.S. companies need to take action soon, due to the competitive global environment, as other countries are implementing diversity protocols and policies that could leave American companies behind.

Instead of advocating for quotas, as some European countries have implemented, Butler recommends a seven-tier strategy she developed for constructing a diverse board. This strategy includes establishing inclusive nominating committees as well as identifying, mentoring, and promoting diverse talent in preparation for board service.

Toktay Named Brady Family Chair Holder

“Beril is a preeminent scholar in the field of sustainable operations management,” says Dean Steve Salbu. “She is one of the pioneers in this research area, and her early work is frequently cited.”

President of the Manufacturing and Service Operations Management Society, Toktay was recently named area editor (Environment, Energy and Sustainability) for *Operations Research*. She is also the College’s new ADVANCE Professor, a role that is focused on supporting the advancement of women in academia.

Professor Beril Toktay was named holder of the Brady Family Chair, established through the generosity of alumnus Charlie Brady, IM 1957.
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The following list recognizes all donors who made gifts and commitments designated to the College from July 1, 2011 to June 30, 2012

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Georgia Tech’s MBA First in Nation for Employment at Graduation

The great success of Georgia Tech MBA graduates on the job market is reflected in the 2012 U.S. News & World Report rankings of full-time MBA programs. The Scheller College was ranked first for employment at graduation among all ranked business schools.

Overall, Georgia Tech was ranked 12th among public universities (32nd overall) for full-time MBA programs and 17th among public universities for part-time MBA programs (28th overall).

“We’re especially excited about our employment ranking because it shows we’re succeeding where it matters most to students – teaching the skills and providing the career assistance necessary to help them land great jobs at a higher level than they could have without an MBA,” says Dean Steve Salbu. “Our MBA career services team is clearly second to none when it comes to drive and dedication. U.S. News reported that MBAs are hot again on the job market. But our consistent success at career placement in recent years shows that Georgia Tech graduates never went out of style.”

Of the Class of 2012, 94 percent had accepted jobs within 90 days of commencement. The average starting salary was $93,195.
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S. Brent Zelnak, II, IM 1960
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MBA Students Honored for Establishing Community Fund

Unexpected events that rocked the lives of members of the Scheller College community in recent years led to the establishment of the business school’s Community Fund to help those in need. The full-time MBA students behind the fund’s creation were honored for their efforts with the Responsible Leadership Award at the 2012 Graduate Business Conference (GBC).

They were 2012 graduates Angela Behnken, president of the Graduate Business Council; Shilpa Arya, vice president; Carter Posey, treasurer; and Chris Chandler, honor code representative. They received the award in Rochester, New York, at the annual conference, which brings together student leaders from the world’s top business schools to share best practices, discuss solutions to common issues, and promote networking.

The fund’s stated vision is to “enable the Graduate Business Council to provide support for our community and react quickly and systematically to the needs of our MBA community, including students, alumni, faculty, and staff in life-changing situations.”

The creation of the fund stemmed from challenges faced by Tech community members in 2010-2011: a professor who began a successful battle with cancer, and an international student who went temporarily into a coma after a blood vessel ruptured in his brain. For the professor, students collected donations for gifts of books and DVDs to lift his spirits during chemotherapy. And they raised $5,000 to help fund housing for the ill student’s family, who had to travel to Atlanta from overseas during his lengthy recovery.

Plans for the Community Fund formalized in fall 2011 after the death of a professor’s wife due to complications related to her chronic illness following routine surgery. MBA students raised funds, coordinated bringing meals to the professor at the hospital, and ultimately donated $1,000 to the United Mitochondrial Disease Fund in her memory.

Other funds raised from students, faculty, staff, and alumni enabled the formal establishment of the Community Fund. “During times when MBA programs have been criticized for producing leaders that lack compassion, the Community Fund is an innovative way to encourage empathy and compassion to be at the core of the Georgia Tech MBA,” says team member Behnken.

College of Business Dean Steve Salbu praised the winning students for their efforts at supporting the business school community. “The Community Fund, including the values and passion behind it, is one of the many examples of why the Georgia Tech MBA Program is so special.”
<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Company</th>
<th>School/Year</th>
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<tr>
<td>Christopher S. Alexander</td>
<td>Chairman, President &amp; Chief Executive Officer</td>
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<td>Hypercom Corporation</td>
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<td>Robert A. Ancilien</td>
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<td>Chief Operating Officer Elarbee, Thompson, Sapp &amp; Wilson</td>
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<td>Kelly H. Barrett</td>
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<td>Executive Vice President &amp; Chief Financial Officer</td>
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<td>Robin Bienfait</td>
<td>Chief Information Officer Research in Motion</td>
<td>MS-MOT 2001</td>
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<td>Jeni S. Bogdan</td>
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<td>MGT 1989, MS-MOT 1996</td>
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<td>Neil K. Braverman</td>
<td>Consultant (Retired) Kimberly-Clark Corporation</td>
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<td>C. Peyton Day</td>
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<td>Thomas A. Fanning</td>
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<td>Karen C. Thurman</td>
<td>Senior Vice President, Corporate Development IMAX Europe, Middle East and Africa; Executive Vice President IMAX Corporation</td>
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<td>John R. Wells</td>
<td>Senior Vice President IMAX Europe, Middle East and Africa; Executive Vice President IMAX Corporation</td>
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<td>President IMAX Europe, Middle East and Africa; Executive Vice President IMAX Corporation</td>
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