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MIKE COTTRELL COLLEGE OF BUSINESS
Magazine for Alumni and Friends

MME

MCCB hosts SEC

MCCB

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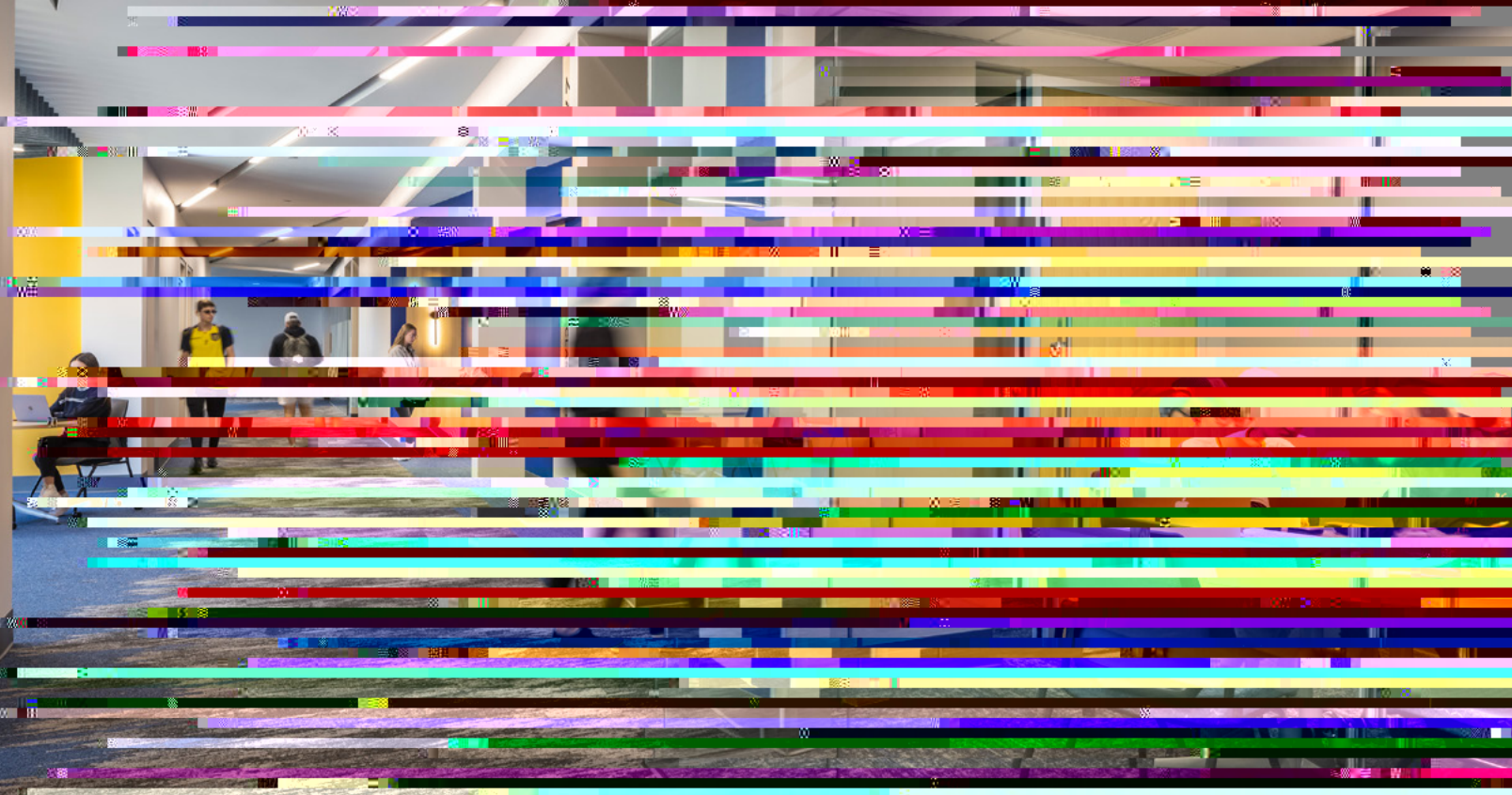


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MCCB



G

M... **C**... **C**... **B**...
...
E... **C**... **EC**... **N**...
A... **A**... **A**...
NA... **AA**... **G**... **B**...

The roundtables included various key sessions aimed at addressing investor challenges and enhancing investor protection. Portions of the event were also webcast on the SEC website. Key sessions included:

P... **I**... **C**...
Retail investors, investigators, and regulators shared experiences dealing with securities fraud. These discussions involved SEC’s Investor Advocate Cristina Martin Firvida and Georgia Securities Administrator Noula Zaharis.

M... **D**... **I**... **P**... **O**...
Officials from the Securities Investor Protection Corporation and Canadian Investor Protection Fund discussed safeguarding investors during firm insolvency.

“We strive to connect classroom learning with real-world applications. The SEC meeting extended our efforts to prepare students for their careers.”

***Dr. Kurt Schulzke
Professor of Accounting & Law***

Conference **F**ellow **D**irector
Associate Professor and Department Head Dr. Ellen Best addressed the balance between adequate investor protection and information overload in financial statements.

Additionally, Mike Lavender, MCCB associate dean of undergraduate programs, discussed the risks of social media advice on investments and stressed the importance of educating young investors. “For many students, realizing they belong in these environments is a huge confidence boost,” he said.

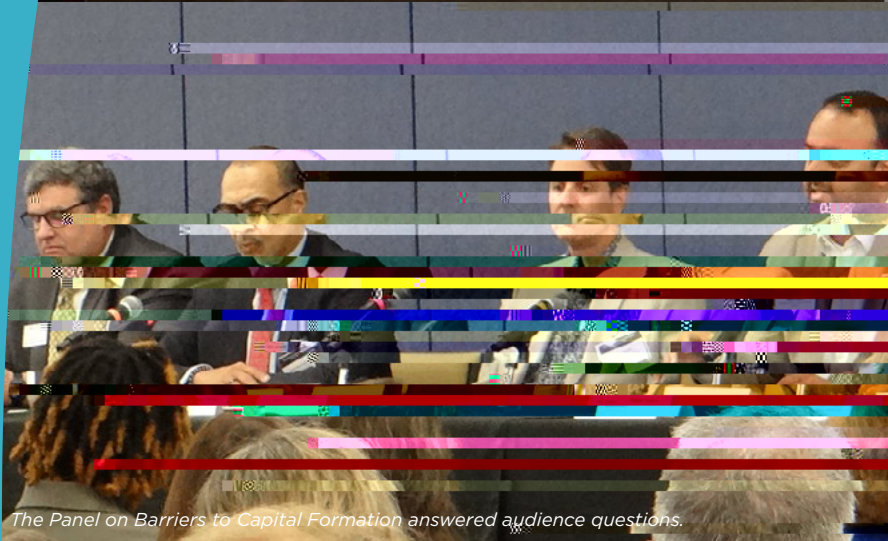
The event underscored the importance of collaboration between academic institutions and regulatory bodies in fostering a well-informed investor community.

UNG’s involvement highlighted its commitment to bridging academic insights with real-world regulatory challenges. Dr. Mary Gowan, dean of the Mike Cottrell College of Business, expressed pride in hosting the event. “It was an excellent opportunity for our community to engage with this key regulatory body and connect with various regulatory and nonprofit representatives,” she said.

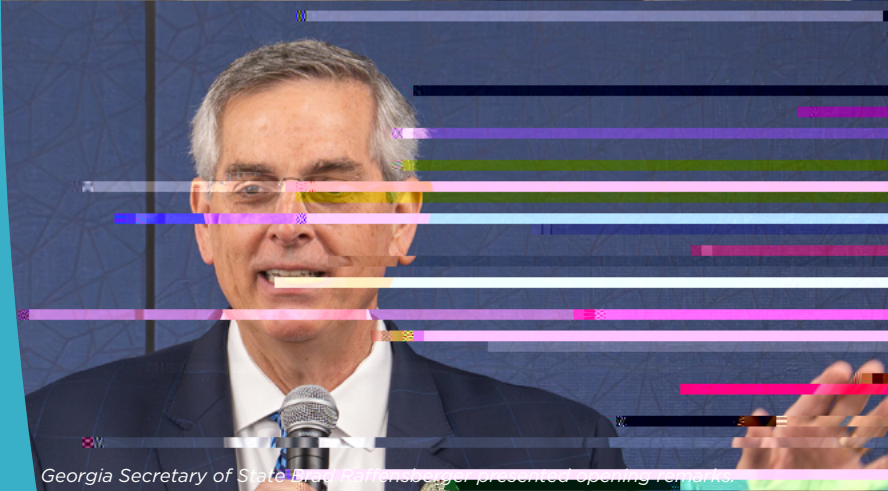
The roundtable was a significant step towards enhancing investor protection, addressing fraud and overcoming economic barriers, and provided a platform for valuable dialogue. The event also showcased the College of Business’ role in preparing students to meet real-world challenges in the investment landscape.



Associate Professor and Department Head Dr. Ellen Best discussed the balance between financial disclosure and information overload.



The Panel on Barriers to Capital Formation answered audience questions.



Georgia Secretary of State Brad Raffensperger presented opening remarks.



The event took place in the Don & Connie Cottrell Ballroom of the Cottrell Center for Business, Technology & Innovation.

Technology Advantages

MCLEOD SOFTWARE

The Mike Cottrell College of Business sets itself apart by integrating McLeod Software into

its curriculum. This advanced logistics and transportation management software provides students with hands-on experience in real-world applications, equipping them with the skills and knowledge highly sought after in the industry. By using McLeod Software, MCCB ensures that its students are not only learning theoretical concepts but also applying them in practical, cutting-edge scenarios. This unique approach offers MCCB students a distinct advantage, preparing them to excel in a competitive job market and fostering a deeper understanding of business operations and logistics.

The Mike Cottrell College of Business was only the second business school in the country to be approved by McLeod to use the company's premier software for teaching.

“This logistics software helps to bridge the classroom and the logistics industry to help students be prepared to enter the workforce. We want to make it easier for them to adapt to their jobs when they graduate and set them up for success.”



DR. LU XU, Assistant Professor of Business Statistics and Quantitative Methods

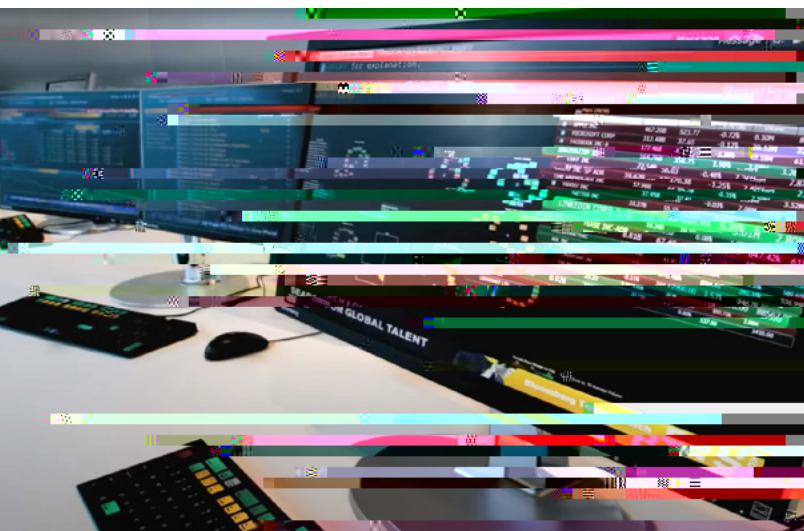
CYBER RANGE

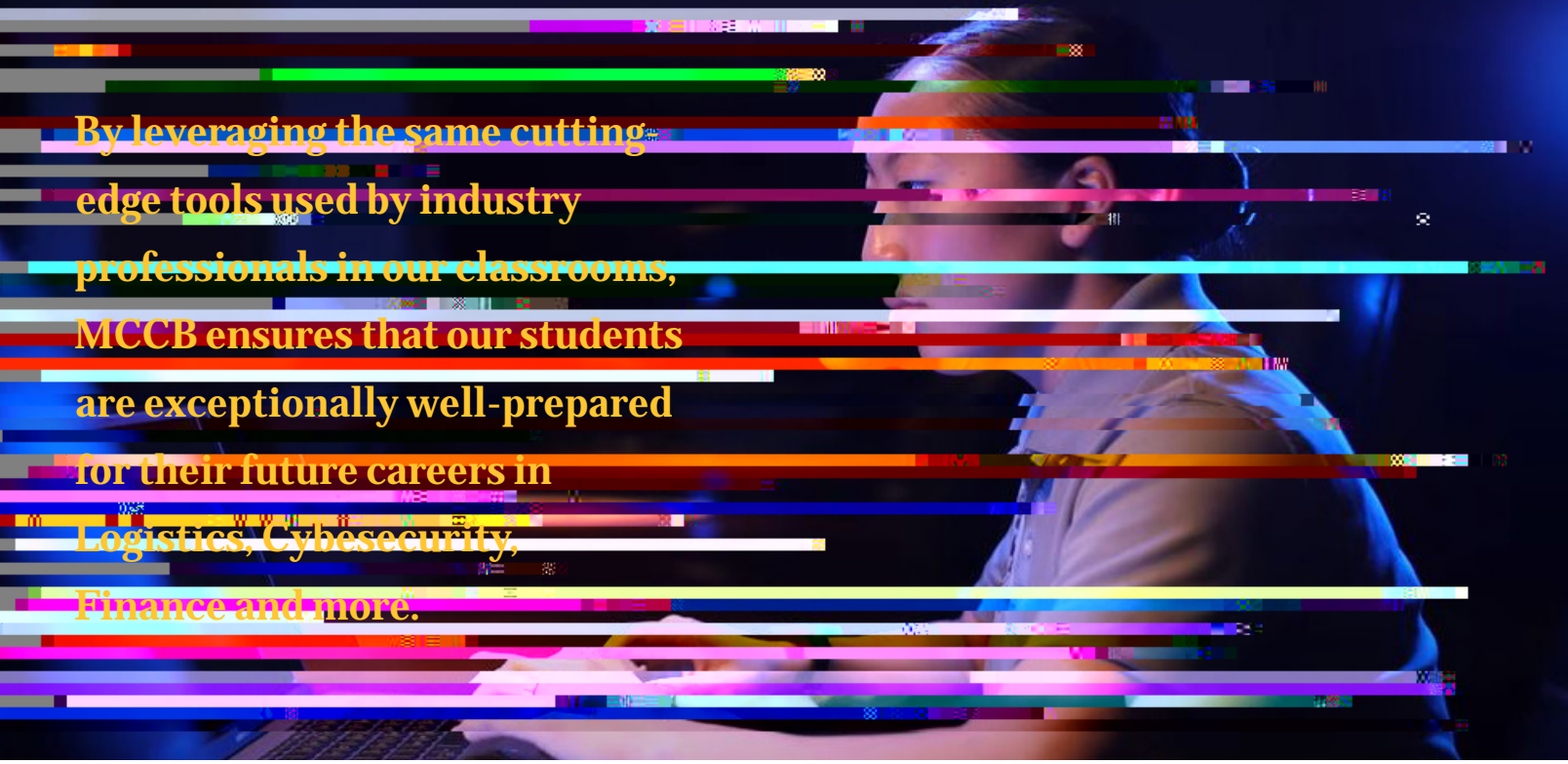
MCCB also provides students with access to a state-of-the-art cyber range. The cyber range allows students to simulate real-world cyberattacks and defenses, honing their skills in a controlled, professional setting. By utilizing this high-tech facility, MCCB equips its students with the critical expertise needed to protect against modern cyber threats, preparing them for successful careers in cybersecurity and IT fields. MCCB also houses a cyber/forensic lab which includes a secure area with no Wi-Fi access, ensuring an environment free from external threats and perfectly suited for learning sensitive cybersecurity operations.

“The combination of classroom learning and hands-on experience we provide at UNG prepares our students to face today's toughest cyber challenges.”



DR. BRYSON PAYNE, Professor of Computer Science & Coordinator of Cybersecurity Student Programs





By leveraging the same cutting edge tools used by industry professionals in our classrooms, MCCB ensures that our students are exceptionally well-prepared for their future careers in Logistics, Cybesecurity, Finance and more.

BLOOMBERG TERMINALS

MCCB students gain a competitive edge through the integration of Bloomberg Terminals into their coursework. These industry-standard tools provide access to real-time financial data, analytics, and trading platforms, mirroring the resources used by professionals in the finance sector. By incorporating Bloomberg Terminals, MCCB ensures that students develop a deep understanding of market dynamics and financial instruments. This practical exposure not only enhances their analytical skills but also prepares them to excel in the fast-paced world of finance, giving MCCB graduates a significant advantage as they enter the job market.

“This access allows students to earn Bloomberg Certificates, participate in trading challenges, attend on-demand educational webinars, and gain hands-on learning experiences, significantly enhancing their learning outcomes and developing real-world skills that are valuable in the workplace.

 **DR. NING WANG, Associate Professor of Finance**

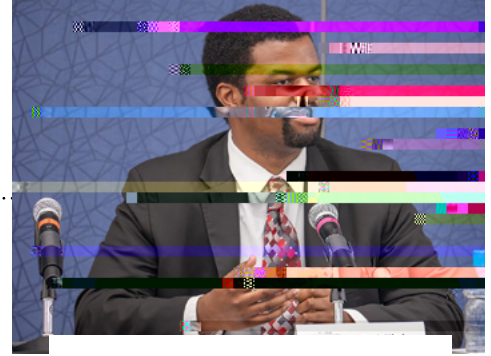
SAP

With the integration of SAP, a leading enterprise resource planning (ERP) software, students gain hands-on experience with a powerful tool widely used in the business world for managing operations, financials, and customer relations. This practical training ensures that MCCB graduates are proficient in essential business processes and analytics, giving them a significant advantage as they enter the workforce. Through the use of SAP, MCCB prepares its students to seamlessly transition from the classroom to dynamic, technology-driven business environments.

“Our students dive into the core processes essential for business operations and see firsthand how an ERP system like SAP supports these functions. This practical experience has proven invaluable, with students noting that their SAP skills are highly sought after in job interviews as they near graduation.”

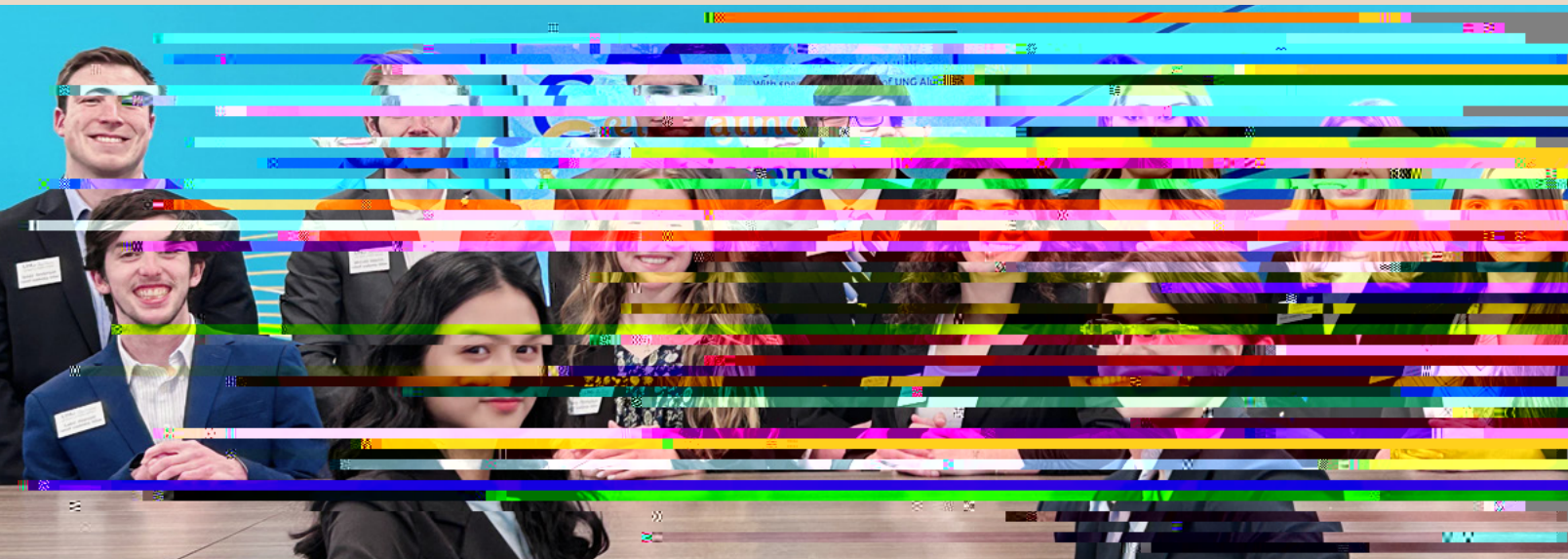
 **DR. T.J. GABRIEL, Professor of Management**

STUDENT *Achievements*



The Mike Cottrell College of Business pioneered a new initiative last fall aimed at cultivating students' leadership and workforce capabilities. The Cottrell Leadership Fellows (CLF) program has debuted with 15 inaugural participants.

This three-year development journey offers fellows access to academic scholarships, support for study abroad opportunities,



Leading Logistics

Cassie Sullens Hall, '19, has quickly ascended the ranks at Syfan Logistics, a Gainesville, Georgia based transportation company with strong ties to MCCB. Her journey from an intern to a senior pricing analyst is a testament to her work ethic, the education she received, and the support she found at MCCB.

Cassie's introduction to Syfan Logistics was serendipitous. An encounter with Syfan Logistics at a recruitment event led to a seasonal position, which soon blossomed into an internship and eventually a full-time role. The invigorating atmosphere and the opportunity to work in different areas of the company helped Cassie find where she fit best.

The supportive environment at Syfan Logistics played a significant role in her decision to pursue full time employment. "I never felt like an intern. I always felt like I was part of the team; my ideas and the work I was doing were important," she explained. This sense of belonging and the opportunity to express her career aspirations allowed her to fine-tune her professional path.

Cassie's education at MCCB was instrumental in her success. "At MCCB, we are taught by educated industry professionals," she said. This blend of theoretical knowledge and real-world application equipped her with valuable technical skills and essential soft skills. The faculty's open-door policy provided her with the support needed to excel academically and professionally. "There are years of wisdom at MCCB and with faculty willing and ready to share that wisdom, students are able to capitalize on their goals," she added.

Today, Cassie utilizes the skills and knowledge she acquired during her college years in her role as a senior pricing analyst. Her day begins with a team check-in. "It's important that they know I'm available for any questions or concerns," she shared. Her team focuses on analyzing contract bidding opportunities, fuel rates, and creating reports and visual data presentations to drive decisions. "We live in a world full of data, but being able to capitalize on it can be difficult when speaking the logistics language," Cassie noted. Her ability to transform data into actionable insights has driven significant changes in daily operations at Syfan.

The logistics industry has evolved significantly during her tenure, particularly with technological advancements.

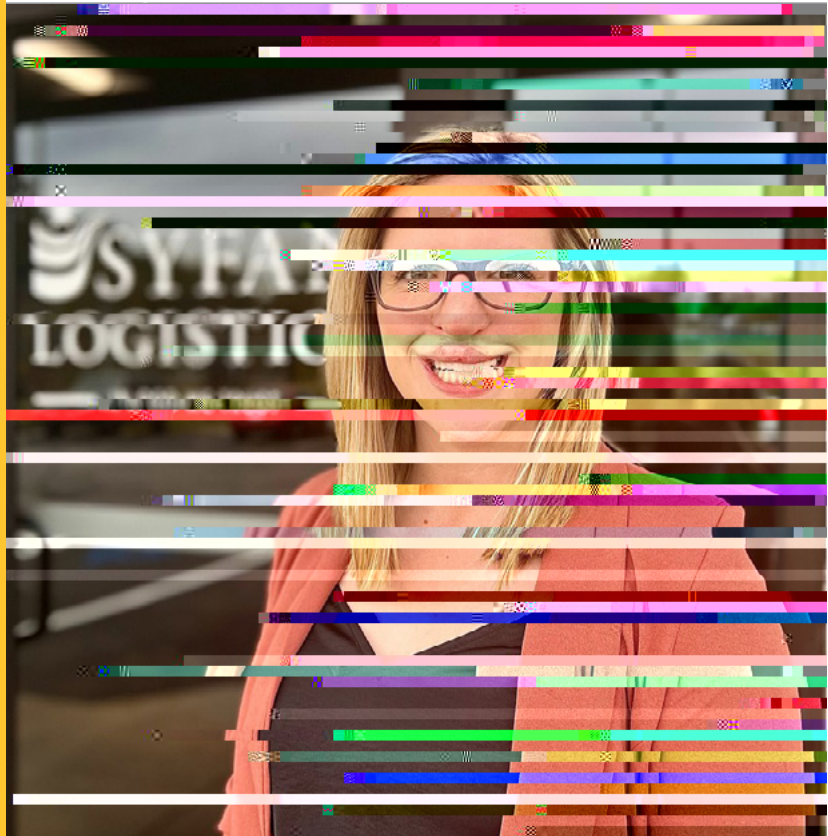
"Our customers are requesting more from us than simply low rates and showing up on time," she explained. Embracing technology has become essential for maintaining a competitive edge in the industry.

Cassie's commitment to leadership extends beyond her professional role. Her acceptance and participation in a leadership program organized by Hall County, GA, which included serving on a Program Advisory Committee for Youth Leadership initiatives, led to



“I never felt like an intern. I always felt like I was part of the team; my ideas and the work I was doing were important.”

Cassie Sullens Hall, '19
Senior Pricing Analyst
at Syfan Logistics



Innovation Boost

MCCB SECURES GOOGLE GRANT FOR RURAL ENTREPRENEURSHIP

MCCB secured a \$200,000 grant from Google.org to bolster entrepreneurial resources in Dahlonega and Lumpkin County. This initiative, in collaboration with the Dahlonega-Lumpkin Chamber of Commerce, the Lumpkin County School District, and the Development Authority of Lumpkin County, aims to enhance the local ecosystem for budding entrepreneurs.

This grant aligns with Governor Brian Kemp's vision of statewide prosperity and comes as UNG welcomes a new director for its Center for Entrepreneurship and Innovation.

The grant will support a study to identify and enhance resources for innovation, creating a thriving entrepreneurial environment in Dahlonega and Lumpkin County. With a strong STEM focus at both UNG and the Lumpkin County School System, the project will foster a culture of innovation and entrepreneurship from the ground up.

The Center for Entrepreneurship and Innovation at UNG plans to expand its community programs, emphasizing areas like computer science, cybersecurity, healthcare, and other STEM fields. Google.org's support is seen as critical to developing the entrepreneurial pipeline in rural north Georgia.

The Dahlonega-Lumpkin Chamber of Commerce has established a co-working space for small businesses, nonprofits, and startups,

How will you collaborate with local businesses to foster entrepreneurship

Tell us about your background

I grew up in a family with a history of entrepreneurial successes and failures, so I have always been fascinated by the various paths of life and the skills and mindsets required for the adventure of entrepreneurship and innovation. My journey has taken me through a wide variety of experiences, including roles as a tenured professor, a small business attorney, a champion of innovation for the Governor of Colorado, and a successful hospitality entrepreneur. Each role provided unique insights into the worlds of education, government, law, hospitality, and business, allowing me to better understand commonalities, differences, and the possibilities at the intersections of different groups.

providing essential resources such as high-speed internet and conference rooms. This space aims to merge resources and foster partnerships between the university and the business community. Additionally, a local “Innovation Pitch” competition will pair participants with mentors, offering mini-grants and the chance to join an accelerator program. This model will also be implemented in local high schools to nurture young entrepreneurial minds.

Graduating seniors Cooper Bowen, Sam Farrell, and Josh Wilson, and juniors Patrick Callahan and Finn Kelly Lewis, won the 2024 innovateJNG Pitch Challenge and

Driving Success

“The many resources offered through the College have expanded my networking capabilities and provided me with a wealth of

The 2023 - 2024 Cottrell Speaker Series recently featured two professionals who shared their unique experiences and expertise with our students, faculty, and staff.

We welcomed Zachary Horton, owner of the Blind Squirrel Nut Company, to our Gainesville campus.

Zach shared his incredible journey of faith and resilience, from overcoming the trials of being blind and a 20-month coma to starting a successful business selling Georgia pecans. His story inspired our community to persevere and pursue their dreams.

Next, Kevin Tweddle, Senior Executive Vice President of ICBA Innovation, spoke at our Dählonega campus. With extensive experience in finance and Fintech, Kevin provided valuable insights into the exciting developments within the industry, offering students and staff a unique opportunity to learn from a leader in the field.

The Cottrell Speaker Series continues to bring prominent business professionals to our campuses, fostering leadership and providing personal insights to our community.

Leading in Research & Innovation

FACULTY AWARDS AND HIGHLIGHTS

AWARDS

Dr. Tamirat Abegaz and Cooper Warrington (student)

ELIZABETH BROWN, '23
Community Health
Improvement Specialist,
Northeast Georgia Health System

CINDY CAMPBELL, '94
Chief Operating Officer
Rushton

ALLEN EARLS, '86
Professional Actor and CPA

TODD FERGUSON, '94
Chief Executive Officer
JT Stratford

STEVE GOOCH, '96
State Senator

KRISTI GRIFFIN
Managing Partner
BatesCarter

MIKE HIGLEY, '81, BOARD CHAIR
Former Vice President,
Sub-Saharan Africa, FedEx, Retired

WEB:
ung.edu/business

