

MITCHELL

FALL 2020

UP TO BAT
FIELDING QUESTIONS
AND GROUND BALLS

MITCHELL SCHOLARS
CLASS OF 2020

EXPERIENCE IN ACTION
INTERNING IN THE
TIME OF COVID





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FEATURED RIGHT: The pandemic might have altered what college looks like, but South's campus is still as beautiful as ever.

ON THE COVER: Santiago Montiel mixes business and baseball and sets his sights on the big leagues.

BACK COVER: While many classes are offered exclusively online, there are students who come to campus to study and experience a little bit of normal.

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A PUBLICATION OF THE UNIVERSITY OF SOUTH ALABAMA
MITCHELL COLLEGE OF BUSINESS

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FROM THE DEAN'S DESK



Greetings from the Mitchell College of Business...

Another semester is in the books. It has been by far the most unusual semester that any of us have experienced during our academic careers. The efforts of our faculty, staff, and students have been amazing. My Mitchell Report articles for the past few months have shared many of these. Rather than take this space to relate them again, I would like to move in another direction as we begin the new year.

TO GET INVOLVED AND STAY CONNECTED, FOLLOW US ON SOCIAL MEDIA AND VISIT OUR WEBPAGE AT [SOUTHALABAMA.EDU/COLLEGES/MCOB](https://southalabama.edu/colleges/mcob)



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@USAMCOB



USA Mitchell College of Business



@USA_MCOB



University of South Alabama
Mitchell College of Business

Although there is light at the end of the tunnel with the successful testing of vaccines, closing this chapter in our lives is still several months off. Until we reach that point, I'd like to offer an old story by D.T. Suzuki, a 20th century Japanese author.

An honor student, frustrated with his life, with school, and worried about what tomorrow may bring, approached his teacher asking for some guidance. In response, the teacher offered a story.

"A Buddhist Monk was walking through the mountains one day. Out of nowhere, a tiger appears and chases the monk to the edge of a cliff. The monk, in his quest to escape the tiger, climbs over the side and finds five other hungry tigers at the bottom of the cliff.

As the monk is hanging there knowing that the end is near, he looks to his left and sees a beautiful, ripe strawberry. He picks it, and he eats it."

The student waited for his teacher to continue but it was clear that the teacher was done with the story. "That's it? That's all there is to the story? The monk is about to be eaten by tigers and he reaches out to

pick and eat a strawberry?" the student exclaimed. "What's the point?"

The teacher replied, "The lesson is to know and embrace the experience of being alive. You must be alive every second you are alive."

The student responded, "But teacher, everyone is alive when they are alive."

"No," said the teacher. "It's the experience of being alive in each moment, in each experience, good and bad. We must be alive every second we are alive and not simply exist and live out our days."

The student, confused, questioned his teacher, asking, "But everyone alive is alive, aren't they?" he insisted.

"No. Look at you now," explained the teacher. "You are running around being chased by tigers, consumed with your thoughts of how it could be better if only things were different. You have been in several difficult situations over the past year and have triumphed in each situation. You can't be alive if you are living in fear and not experiencing life; the magnificence of your life is right in front of you in each moment."

The teacher asked, "Are you running around, knowing that you are the luckiest, most fortunate and appreciative person in the world because of what you have today, or are you consumed with fear, concentrating on what you don't have in your life and what may possibly happen at some time in the future?"

The student thought for a moment, looked up at his teacher, smiled, and continued with his day.

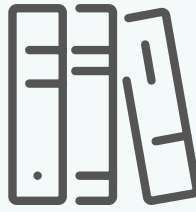
What strawberries are you overlooking? What about your family, your friends, your health, your job, your hobbies and talents? Focus on one and relish every bite. After all, are strawberries eaten for enjoyment or simply to get rid of them?



By the Numbers
54



YEARS
TEACHING
AT THE
UNIVERSITY
LEVEL



12

BOOKS PUBLISHED

193 editions / **71** US / **122** translated
or adapted to local markets

MEET DR. JOE HAIR



Google



NUMBER OF GOOGLE CITATIONS: **241,700+** / SCHOLARLY CAREER: **148,100** / PAST 5 YEARS.

120+

ARTICLES
PUBLISHED
IN PEER REVIEW
JOURNALS



“I love teaching because of the joy of ‘seeing the light come on’ when students realize they can actually learn and successfully apply complex statistical analysis methods to identify and choose the best alternatives, avoid pitfalls, and make better decisions with an analytical approach.”

—JOE HAIR

10,500+

STUDENTS TAUGHT



75+

PHD STUDENTS
MENTORED

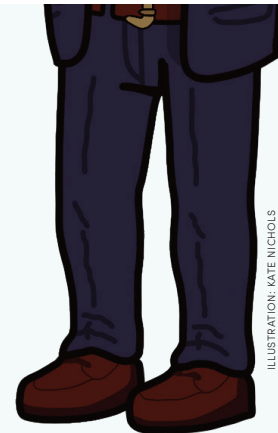


ILLUSTRATION: KATE NICHOLS



WIVES

1

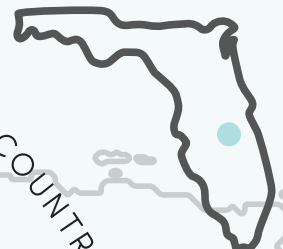
MARRIED FOR
50+ YEARS

2

GRANDKIDS



HOMETOWN:
ORLANDO, FLORIDA



7,675,000 MILES TRAVELED AS A PROFESSOR. **4** CONTINENTS. **49** COUNTRIES.

PRESENTED IN

33

COUNTRIES



CATCHING UP WITH DEVIN EPPS

Mitchell Magazine recently caught up with Devin Epps, an MCOB graduate, chef and entrepreneur. After interning with *Food Network*, the young chef is cooking up a brand for himself in Tennessee.



Tell us about Devin.

At my core, I'm a quirky goofball who loves people. I take a very different approach to what I think everyone wants in life and ultimately strive to have the freedom to live life on my own terms. I achieve this through my career work, which is culinary-based. Personally, I'm a very expressive, inquisitive and emotional individual; I care deeply about others and love to use food as a means to express myself.

Where are you from and where are you now?

I'm originally from Murfreesboro, Tenn., where I spent the majority of my childhood. After graduating from high school, I came to South to play basketball and pursue an undergraduate degree in marketing as a Mitchell Ambassador. While at South, I was known as "the shirtless chef" and opened my own food truck. In 2018, I received my degree and shortly afterward moved to New York for an internship with The Food Network. Due to COVID-19, I have since moved back to Murfreesboro and am in the process of building up my own business.

How did you acquire your passion for cooking?

I got my love of cooking from my mother. She had a very similar business — a catering company — and I worked alongside her from an early age. As I got older and started playing basketball in high school, my team would have 6 a.m. workouts and no one had time to eat breakfast beforehand. So, after every Friday morning workout, I brought my griddle and would cook breakfast for the team after we finished practice. There is something about being nourished and fed — you're not going to find someone who doesn't love having a plate of food brought to them. That experience fed a giving spirit within me that I hadn't even realized I

possessed, and it continues to inspire me today.

What are you doing now?

I am a business owner and entrepreneur. I run a hospitality service business called Brown Sugar by Dev and offer services including private dining, catering and meal preparation. I started in April and am already seeing glimpses of what the future might hold in 2021.

What do your private dining, catering, and meal preparation services entail?

Private dining is the primary component of my business and is essentially a mini-restaurant experience in your home. I will spend the day before shopping at farmer's markets and preparing for your meal. The day of the private dinner, I come to your home with all of my supplies about two hours before the meal to set the table and cook.

Meal prep is all-encompassing to the service and is very consistent and need-based. It keeps the revenue flowing. Each meal is fully prepared and ready to reheat. I personally deliver the fresh meals to each customer's front door.

Do you have a specialty?

My specialty is tablescapes. I love setting a beautiful table because I think it elevates the meal that much more. The setting is part of the experience of a meal and can be an unexpected surprise. I get my inspiration from Pinterest and the current season; right now, I am using a lot of earth tones and rich, warm colors. My culinary specialty is primarily classic Southern, and I also enjoy modern American.

What are you focused on now?

I'm currently on the cusp of getting back into food media. Over the past year, I have taken a break from food media after receiving feedback from mentors and professionals that indicated I needed to work on my hard skills. I knew that if

I was going to call myself a competent chef, it was important to take that critical feedback. As hard as it was to hear that there was more work to be done, I had to eat those words and try to apply their advice to my work. Now moving into this next year, I am excited to be refocusing on food media. I want to start a video series that highlights local chefs and restaurants around Murfreesboro and Nashville. I also plan to write historical food articles about the inspiration that comes from the meshing of Southern culture, history, and food. I want to make sure we are looking at food in a way that is digestible, entertaining and worthwhile.

What is food media?

Food media is the applied marketing and outreach of the culinary arts. It is taking the art form, putting a camera to it and then sharing it with other people. My end goal with food media is to further educate myself and then be able to benefit communities with food and the culinary arts. I want to take tangible steps to make sure that our ecosystem is cared for by people who are educated about the power they have to actively pursue sustainable foods. Broadcasting that message to the world — whether in the form of a book, a cooking show or a news column — will hopefully excite people and encourage them to participate in changing the way we view food.

What influences you in your work?

I'm influenced by the situations I've been in and the things I have seen. While I'm not always consciously aware of it in the moment, every place I go, everything I look at and every person I talk to inspires me.

Tell me about your mentors and how you connected with them.

There are two individuals I want to highlight who have really changed the course of my professional career. First and foremost, Lazarus Lynch is my mentor and my big brother in the

industry. I reached out to him via cold email prior to taking the internship opportunity in New York because I was excited about what he was doing. He got back to me and when we met up for the first time in Nashville, we hit it off. After I moved to New York, he would invite me over to his house almost every weekend; he introduced me to his family, cooked with me, shared stories and taught me the art form as well as professional skills required in the industry that no one else would have been able to teach me. Second, Alaina Bessler has played a similar role in my life but on the business side. She taught me how to pitch an idea, how to run a pop-up, and so much more. I would never have anticipated the roles they both would play in my life.

What trends do you see in your field?

I've noticed an increase in long-form content and documentary-style food shows. These really well-produced, detailed, cinematic food show projects are beautiful, and they're really taking over on Netflix and YouTube. This is exciting to see because, over the past five years, we've been commoditizing food. As more people are seeing the grit behind the glamour, they appreciate what they are consuming even more.

What does a typical week look like for you?

Beginning with Sundays, I prep and cook for my meal prep clients. Mondays and Tuesdays, I deliver meals. Wednesdays are my off days; I do administrative work and, as an entrepreneur, wear a lot of hats — marketing, accounting, general housekeeping. Thursdays, I typically am grocery shopping for bookings and prepping. Fridays and Saturdays, I usually have a brunch or a dinner booking before repeating it all over again!

MITCHELL SCHOLARS

2020 CLASS



SEAN GOOSHERST



TREY HALL



ELIZABETH BRYSON



JOHN-PHILLIP MCMULLEN



ROSE HUNTER

GRACE BROWN

KAITLIN MAPLES

RIDGE HAM

M

2020 MITCHELL SCHOLARS

"OUT OF
THE TEN
COLLEGES
I APPLIED
TO, SOUTH
ALABAMA
WAS THE
SCHOOL
THAT WAS
IN-STATE."

—GRACE
BROWN

"EVERYONE
IN MY
IMMEDIATE
FAMILY
WORKS IN
THE MEDICAL
FIELD, AND I
AM THE FIRST
TO CHOOSE
BUSINESS."

—ELIZABETH
BRYSON

"WHILE
WORKING AT A
DAYCARE,
I SAVED A
CHILD'S LIFE
WHEN A CAR
LEFT THE
HIGHWAY, TORE
THROUGH A
FENCE AND
CAREENED
THROUGH THE
MIDDLE OF THE
PLAYGROUND."

—LORNA GURLEY

"I STARTED
MY FIRST
BUSINESS,
A CLOTHING
LINE, AT 17-
YEARS-OLD."

—SEAN
GOOSHERST



GRACE BROWN

Finance / Birmingham, Ala.

Aspirations after college: After graduating from the University of South Alabama, I would like to find a job in the field of finance.

Hobbies: Outside of my classes, I enjoy reading, hiking, camping, doing anything crafty, and spending time with my friends and family.

Grace Brown was born and raised in Birmingham, Ala. A graduate of Vestavia Hills High School, Brown enjoyed getting involved in various community outreach and academic organizations. She particularly enjoyed being a member of the Literacy Club, where she could attend local elementary schools and read to young children. Brown graduated this past May with a 4.3 GPA and a 33 on the ACT, which helped her earn the Mitchell Scholarship. She is currently a member of Kappa Delta sorority and hopes to become more involved with greek life while creating long lasting friendships with her sisters. In addition, Brown hopes to have the opportunity to study abroad. She has always wanted to become immersed in a different culture and see how other people live on a day-to-day basis. Although her time at South has been short, she has enjoyed every minute of it and hopes to continue with this positive mindset. Brown is grateful to be a part of this exceptional group of Mitchell Scholars and cannot wait to see what opportunities this scholarship will bring.



ELIZABETH BRYSON

Accounting / Mobile, Ala.

Aspirations after college: After graduating from the University of South Alabama with an accounting degree, I plan to move to a northern state and further my education by either gaining a master's in accounting or going to law school.

Hobbies: In my spare time, I love to travel, hike, go skiing, play volleyball, be active, go shopping, and spend time with my friends and family.

Elizabeth Anne Bryson is from Mobile, Alabama and graduated from Cottage Hill Christian Academy last spring, where she maintained a 4.0 GPA and received a 30 on the ACT. She enjoyed her time there playing basketball, volleyball, and track and field, as well as being involved in many extracurricular activities (such as the Student Government Association, National Honor Society and many more). Bryson is very passionate about traveling and pursuing the opportunities set before her. She loves to spend time with her three sisters; two of whom currently attend the University of South Alabama. Bryson is a second-generation South student (as both her mother and father attended the University). After gaining an accounting degree, Bryson hopes to further her education and pursue a career in corporate accounting or governmental law. Bryson is extremely thankful for the opportunity to represent the Mitchell College of Business as well as the University of South Alabama as a Mitchell Scholar.



SEAN GOOSHERST

Entrepreneurship / Chicago, Ill.

Aspirations after college: After graduating South, I want to work with other entrepreneurs in starting businesses and travel.

Hobbies: In my free time, I enjoy playing guitar and piano, biking, spending time outdoors, drawing, yoga, and hanging out with friends. Sean Goosherst is from Chicago, Illinois, where he graduated from Mount Carmel High School. Starting from his time as a freshman, Goosherst joined the cross country, swimming and water polo teams. After four years, he graduated as a 4-year varsity player and 2-year captain on the water-polo team. Beyond athletics, Goosherst was involved in a number of clubs, including the Latin Club and the Media Club. In the Media Club, he acted in many roles (including producer, camera man, and play-by-play commentator) and learned many skills relating to photography, videos, photo editing, production, and interviewing. Goosherst was a member of the National Honor Society and also a tour guide for his high school. He took mostly honors and AP classes and graduated with a 4.2 GPA and scored a 31 on the ACT. Goosherst also worked at a local restaurant as a busboy for two years. At South, Goosherst is studying entrepreneurship and hopes to minor in marketing. He is very excited to be continuing his education here at South and extremely thankful to be a Mitchell Scholar and for all of the opportunities that are available.



LORNA GURLEY

Business Administration / Mobile, Ala.

Aspirations after college: After graduating college, I aspire to attend The University of Alabama at Birmingham and obtain an HMA. After that, I hope to work my way up to be the CEO of a hospital.

Hobbies: In my spare time, I enjoy trying out restaurants that specialize in desserts, playing water sports, going to the beach, shopping at resale stores, and traveling.

Lorna Gurley is a native Mobilian who graduated from Faith Academy in 2020. While in high school, she played varsity soccer, was president of Faith Club, was a member of the National Honor Society, the Student Government Association and Spanish National Honor Society, and graduated in the top ten in her class. She earned an ACT score of 30 and graduated with a GPA of 4.62. Gurley enjoyed coaching middle school soccer and worked at a local daycare throughout high school. Gurley has two younger brothers who also enjoy playing soccer. Gurley is very grateful for the Mitchell College of Business scholarship and the opportunities it will provide for her educational growth and development. While studying at the University of South Alabama, Gurley is working for the on-campus police department. She is looking forward to taking advantage of the study-abroad option and hopes to pursue a career in healthcare management.



TREY HALL

Finance / Pensacola, Fla.

Aspirations after college: After college, I'm hoping to become a certified financial planner and help people manage their debts and get themselves on track for a healthy, debt-free retirement.

Hobbies: Bowling, playing guitar, collecting, history, and writing.

Trey Hall was born and raised in Pensacola, Fla. Balancing work, competitive bowling, and academics throughout high school, he graduated from West Florida High School and Pensacola State College at the same time, earning a high school GPA of 4.49, a college GPA of 3.33, and a 32 ACT score. Never intimidated by hard work, Hall got his first job at the age of 14 at Cordova Lanes, where he still fills in on weekends. Outside of school or work, Hall writes poetry, hoping to one day have his work picked up by a publisher. He also dabbles in songwriting and is an avid, semi-professional bowler. While at South, Trey is pursuing a major in finance and a minor in history and is extremely thankful for the opportunity of the Mitchell scholarship.



RIDGE HAM

Finance / Mobile, Ala.

Aspirations after college: After graduating from the University of South Alabama, I aspire to become a financial advisor.

Hobbies: Some things I enjoy doing in my free time are playing basketball, running, swimming, and taking photos.

Ridge Ham is from Mobile, Ala. He was homeschooled throughout high school, maintained a 4.0 GPA, and scored a 32 on his ACT. Since he was homeschooled and did not have many extracurricular opportunities, he became very work-oriented. Ham first served as a lifeguard at the local YMCA and now works as a cashier at Big Time Diner. He has one younger brother and two older brothers and is the first in his family to attend college. He is currently pursuing a degree in Economics and Finance with a concentration in Finance. Ham aspires to eventually study abroad. He is very thankful for the opportunity to attend the University of South Alabama and honored to be a Mitchell Scholar. Ham is looking forward to all the opportunities available to him while at South, as well as after graduation.



ROSE HUNTER

Marketing / Fairhope, Ala.

Aspirations after college: After graduating from South, I plan to attend graduate school and earn my MBA.

Hobbies: In my free time I enjoy spending time with friends and family, going to the gym, and playing flute/piccolo.

Rose Hunter attended Fairhope High School where she took AP and dual enrollment courses, graduating with a 4.0 GPA and obtaining a 32 on her ACT. Hunter played piccolo in the Fairhope High School Buccaneer Band and held leadership positions as piccolo section leader her junior year and woodwind field captain her senior year. She was a National Honor Society member and attended various all-county and district honor bands throughout middle school and high school. Hunter also held various jobs outside of school. She helped make and sell confectioneries at Fairhope Chocolate, cleaned beach houses in Gulf Shores, worked as a hostess at Dumbwaiter Fairhope and a cashier at Piggly Wiggly. Currently, Hunter is majoring in marketing and plays piccolo in the Jaguar Marching Band. After she graduates, she plans to attend graduate school and earn her MBA before beginning her career in marketing.



KAITLIN MAPLES

Accounting / Churchula, Ala.

Aspirations after college: I plan to get a job in an accounting firm and move further north.

Hobbies: I enjoy reading, sewing, hanging out with my friends, and playing the piano.

Kaitlin Brooke Maples is from Churchula, Ala. She graduated from Faith Academy with a 3.72 GPA and a 30 on her ACT. In high school, she was involved in several different clubs, including Student Government Association, Faith Club, and Community Wellness Club. Maples also enjoyed volunteering outside of school, including Feeding the Gulf Coast and Mobile SPCA, and she also assisted with arts and crafts at several different nursing homes in her area. Maples loves helping others through volunteer work, spending time with family and friends, and trying new things. While at South, Maples hopes to travel, possibly study abroad, and get more involved in clubs and other volunteering activities. Still undecided on her major, Maples plans to major in accounting or finance. After college, Maples plans to find a job at a firm further north. Maples is very thankful to have received the Mitchell scholarship and can't wait to continue to pursue her goals at South.



JOHN-PHILLIP MCMULLAN

Finance & Economics / Birmingham, Ala.

Aspirations after college: I hope to begin making a living running my own company.

Hobbies: I play basketball and guitar.

John-Phillip "JP" McMullan is from Birmingham, Ala. During high school, McMullan traded his remote control for a basketball. Though he struggled at first, fueled by his passion, McMullan worked hard to excel. McMullan went from barely making the team to being placed on the starting team the fall of his freshman year. After sustaining two injuries back-to-back during his sophomore year, McMullan decided that, while he loved basketball, it was time to move on to something else. Finding a new passion, McMullan bought a guitar. With only two and a half years of high school left, JP hired a private teacher and raced to see how proficient he could become on his instrument. Now, JP is proud to be a Mitchell Scholar, and his new passions revolve around his studies at MCOB. While this passion is unlike any other he's had before, he still expects his work ethic to allow him to thrive with whatever he wishes to pursue.

"I COLLECT FOREIGN AND OLD CURRENCIES, AND CURRENTLY HAVE NOTES AND COINS FROM 9 DIFFERENT COUNTRIES DATING BACK AS FAR AS THE 1930S."

—TREY HALL

"THE UNIVERSITY OF SOUTH ALABAMA IS THE FIRST ACTUAL SCHOOL I HAVE ATTENDED SINCE KINDERGARTEN. AFTER KINDERGARTEN, I WAS HOMESCHOOLED ALL THE WAY THROUGH HIGH SCHOOL."

—RIDGE HAM

"I AM THE FIFTH PERSON IN MY IMMEDIATE FAMILY TO ATTEND THE UNIVERSITY OF SOUTH ALABAMA."

—ROSE HUNTER

"THROUGHOUT MY YOUNGER YEARS I TOOK DANCE, PIANO, GYMNASTICS, CHEERLEADING, PLAYED VOLLEYBALL, AND RAN CROSS COUNTRY."

—KAITLIN MAPLES

"I'VE SPENT MANY NIGHTS DREAMING OF BEING CROWNED THE MONOPOLY WORLD CHAMPION."

—JOHN-PHILLIP
MCMULLAN

2020 MITCHELL SCHOLARS





GIVING BACK

JAKE AND PAT GOSA

University of South Alabama alumni Jake and Pat Gosa have pledged \$5 million to the University, to be split evenly between the Mitchell College of Business and the College of Nursing. The announcement was made at the USA Board of Trustees meeting on December 3, 2020.

“The Gosas are an amazing couple who recognize how educational opportunity can change the trajectory of a student’s life in positive and profound ways,” said Margaret Sullivan, vice president of development and alumni relations at USA.

Jake Gosa experienced firsthand how an education can change a life. After serving as a 1st lieutenant in the U.S. Army, he enrolled at South and earned a marketing degree in 1973, becoming the first person in his extended family to finish college. He began his career in sales and marketing with various companies before joining American Woodmark, a kitchen and bath cabinet manufacturer, where he eventually rose to become CEO.

“I always felt the University prepared me well for the future,” Gosa said. “They held up their end of the bargain, and I’m happy that we can give back to them.”

The Gosas have been generous supporters of the University. Dr. Bob

Wood, dean of the Mitchell College of Business, emphasized the impact the Gosa’s donations make in the lives of students. “This transformational gift will positively impact countless business and nursing students in the years to come and allow them to complete their degrees without the overriding concern of the cost of tuition,” Wood said.

Gosa met his wife, Pat, while attending South. She spent her career as a registered nurse and, together, they want to provide opportunities in the healthcare field.

“The College of Nursing is so honored and grateful to Jake and Pat Gosa for their generous gift to ensure more South Alabama graduates are working in nursing practice to provide comprehensive healthcare to patients,” said Dr. Heather Hall, dean of the College of Nursing.

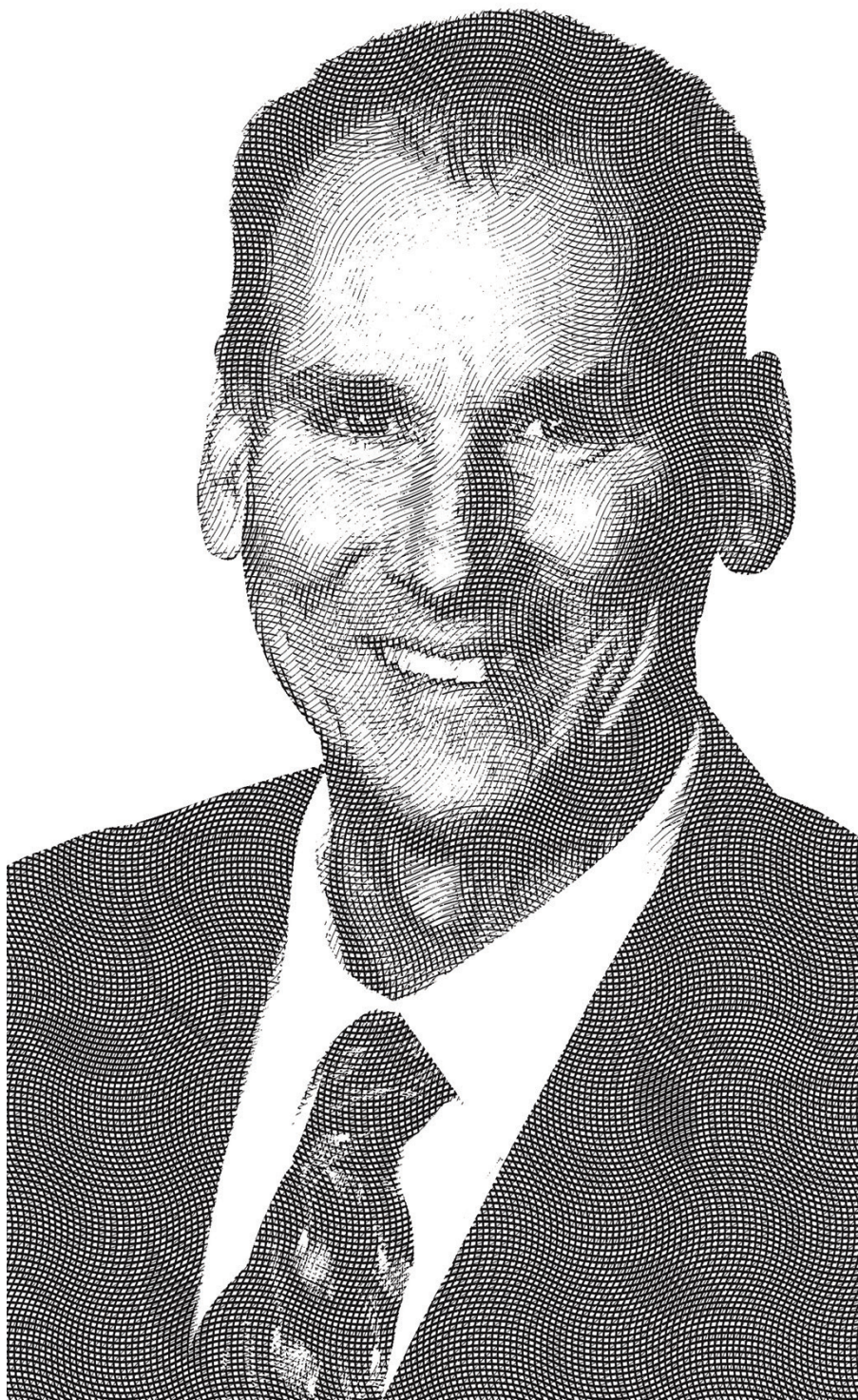
Gosa hopes that current USA students will become supporters of the University in the future. “You’re going to restart your life after graduation,” Gosa said. “You can create any life you would like; you just need a plan. I encourage you to look back at what the University of South Alabama meant to you, and remember your roots.”

“This transformational gift will positively impact countless business and nursing students in the years to come and allow them to complete their degrees without the overriding concern of the cost of tuition.”

—BOB WOOD

Investing in the Classroom

LARRY GOEHRIG



At 54 years old, Larry Goehrig and his wife were looking forward to retirement. After a lifetime of saving and

investing, the couple planned to spend the rest of their days enjoying life and traveling the world together. Goehrig has over 21 years of experience in residential lending and in recent years was working with a business college at a south Florida university. But having spent many years in Fort Lauderdale, Fla., they were ready for a change.

After completing some research on the cost of health benefits, it quickly became apparent to Goehrig that early retirement was going to be more costly than he had hoped. Knowing there was still time for a change, Goehrig reached out to several professors at the university where he was working. Having been in the finance industry for so many years, he was not familiar with the world of academia.

After speaking with the professors, all of whom were well aware of his involvement in the business college, Goehrig received a unanimous recommendation. "The consensus after speaking to four professors was to pursue my PhD degree. They all were convinced I would be a natural in the classroom based on my experience, knowledge, and charisma."

“The level of support, positive reinforcement, and pushing to do better was like nothing I have ever experienced in my career. Several professors, for me, never gave up and were always there to help, especially Joe Hair. But Matt Howard, Bill Gillis, Craig Pearce, Ron Eastburn, and Mickey Smith were always there as well to assist me, help with my writing and work, and never once said they did not have time for me.” —LARRY GOEHRIG

Wanting to pursue his PhD without quitting his job and also not wanting to move to a major university, sent Goehrig on yet another research journey. One of the first individuals he contacted was Dr. John Riggs, who suggested he contact Joe Hair, a professor with a reputation of helping working professionals obtain their PhD without uprooting their lives. Goehrig shared, “After looking up several universities, I decided to google Joe Hair. I found out he was at the University of South Alabama in Mobile, Ala. I decided to send an email to him. My phone rang within fifteen minutes later, and I fell out of my chair when I realized it was Dr. Hair personally calling me.”

Goehrig and Dr. Hair spoke extensively about his situation and goals for the future. “He elaborated on what academic life is like, and the option of doing consulting and research while also teaching in the classroom. The research part intrigued him as he did a lot of that in the banking and finance industry.” Several professors, including Dr. Riggs who had previously studied under Dr. Hair, helped Goehrig to dig deeper into the PhD in Business Administration program at the South Alabama, Mitchell College of Business. “The professors researched University of South Alabama to learn about the faculty and curriculum. To their astonishment, they were amazed and stunned at the quality and level of academic programs and professors that were there. They began

to explain and show me the quality of talented individuals that were there, and how to research the faculty to assess the quality.” This sealed the deal for Goehrig.

“I contacted Dr. Hair again and explained I was willing to do this. I went to Mobile and met him and toured the University. We saw several other faculty members who all invited me with open arms and hoped I would apply.” After some hard work and dedication, Goehrig was accepted into the program.

Knowing this was a big change that would come with a learning curve, Goehrig and his wife purchased a townhome close to campus. “This was a huge benefit as I would be able to keep my school materials there and have a comfortable space to spread out and study — as opposed to a hotel room.” The townhouse also served as a gathering location for his PhD cohort — the fellow students he has spent the last two and a half years with. “This decision definitely contributed to my success and ability to succeed in this program. During the weekends of in-person class, our cohort was one big family. We would meet at night for dinner after finishing class. We also had social outings together. Often one or two cohort mates would stay at the townhouse regularly on weekends, and we would study together.”

Goehrig still remains amazed by the committed faculty at the University of South Alabama. “The constant

communication and support is something I have never seen in my life. I would look forward to these weekends so much that I would go to Mobile early just to spend time with faculty members and seek assistance on Thursdays before classes started on Fridays.”

“The level of support, positive reinforcement, and pushing to do better was like nothing I have ever experienced in my career. Several professors, for me, never gave up and were always there to help, especially Joe Hair. But Matt Howard, Bill Gillis, Craig Pearce, Ron Eastburn, and Mickey Smith were always there as well to assist me, help with my writing and work, and never once said they did not have time for me.”

Looking back on the time, Goehrig reflects on his journey, “Now that I have passed my comps, achieved ABD status, and am working on my dissertation, I look back on this journey and am amazed it went this fast. However, I know I could not have done this at another university. I will forever be grateful to Dr. Hair, the faculty, Dean Bob Wood, and Roxanne Bates. But more so to have my cohort mates to take the journey with, provide support, become individual to collaborate with and become lifelong friends.”

UP TO BAT

SANTIAGO MONTIEL



Santiago Montiel's baseball career didn't start with a bat. Instead, it started with a TV and a small boy's love for his grandfather. "The biggest thing that pulled me toward baseball was my grandfather, who loved watching baseball," said the South Alabama shortstop and Mitchell Scholar. "We always watched it together when I was younger."

Montiel, of Alpharetta, Ga., was a natural and started playing competitive travel ball at 7 years old. By the time he was a sophomore in high school, Montiel was starting on the varsity team. That summer, he knew he would likely attend and play at a Division I college. While in high school, he was named Golden Glove Champion, Silver Slugger, two-year MPV, three-year All-Region Team, 2018 All-Star All-State Team by the Georgia Dugout Club and 2018 High School All-Star Team by the Atlanta Braves Fan Club.

Montiel had the help of a great mentor, Cody White. "He was one of our assistant coaches who came during my sophomore year. He took on a role of mentoring me and taking me through the ropes and ended up finding me a spot here at South.

"South sounded like a great opportunity. I ended up coming for a visit. I toured campus, the Mitchell College of Business and the baseball facilities. Then they sat me down and talked me through what types of scholarships I could get and what my role would be here. Honestly, leaving South with my parents, I felt really comfortable.

"I liked the small campus, everything was close, and my teammates and classmates were great. It had a great energy."

With the help of White, Montiel committed to play at South by the end of his junior year in high school. While at South, Montiel started all 56 games his freshman year. Following his freshman year, he was invited to play in the Cape Cod league in Boston, Mass., the most well-known league in the country filled with major league scouts. "That opened my eyes to be able to play further; it gave me a lot of confidence."

Additionally, Montiel is a recipient of the prestigious Mitchell scholarship, which requires students to maintain exceptional academic performance. Devoting over 30 hours a week to baseball while pursuing a finance degree, Montiel had little time for other activities. When asked how he balances such a heavy load, Montiel said, "Honestly, time management is my biggest friend. I keep a notepad and calendar and write down when all my assignments are due. It has gotten harder with online classes due to COVID, but I keep the schedule. That's my biggest key, that and not procrastinating.

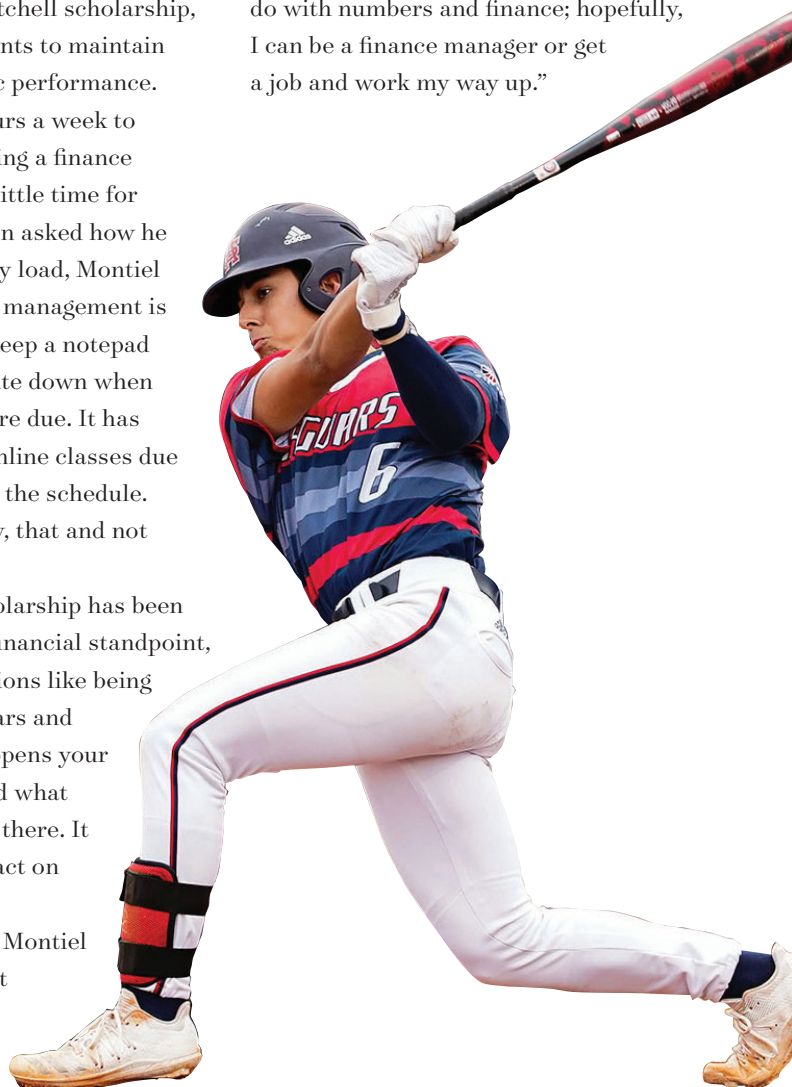
"The Mitchell Scholarship has been huge. Just from the financial standpoint, and also the connections like being able to attend seminars and breakfasts, it really opens your eyes to the future and what you have to do to get there. It will have a huge impact on my future."

That future is why Montiel understands the most important part of

baseball is not the sport itself.

"At the end of the day, baseball is going to end, so honestly, it's the connections — the friends you make for life," he said. "I know I have met friends and coaches that I will stay in contact with for the rest of my life. That's the biggest part of it."

Grateful for the support of his family — he calls his parents his "biggest supporters" — Montiel looks forward to the end of this year, when he hopes to be drafted. Following a successful baseball career, Montiel aspires to be a financial advisor or to enter the financial side of the sport. "There are a ton of jobs within the baseball organizations that have to do with numbers and finance; hopefully, I can be a finance manager or get a job and work my way up."



A Beacon in the Dark

JENNIFER WOODS CROSBY

Despite how much we try, sometimes our path takes unexpected turns. Mitchell College of Business alumna Jennifer Woods

Crosby is no stranger to changes of direction. Despite every roadblock, fork or detour, she perseveres and continues to excel.

At a very young age, Crosby and her twin sister were diagnosed with a coloboma. “We happened to get the rare form of a rare disease,” said Crosby. Coloboma is a condition affecting the optic nerve and results in vision loss. Crosby is legally blind. It wasn’t easy, but she said, “It never really held me back. I didn’t know any different.”

The in-state tuition and close proximity to family made the University of South Alabama an easy decision for Crosby. “South was a welcoming environment. I was 18 years old and had never been alone, so it was a little bit daunting, but everyone welcomed us with open arms and guided us through this process.” Being the daughter of two business owners, Crosby was determined to do something different. So, she began the pursuit of a physical therapy degree. As she progressed through the program, Crosby realized that she really wasn’t enjoying physical

therapy as much as she anticipated. So, she went back to her roots and started at the Mitchell College of Business.

During her senior year, some of her upper-level classes were only offered at night, which was particularly challenging for Crosby. Determined and independent, Crosby resisted her mother’s plea for a guide dog. After a tumble down the stairs, Beacon entered Crosby’s life. Beacon was a beautiful black lab/golden retriever mix who stole the hearts of everyone he was around. “I think Beacon was the favorite student of every professor I had that year,” Crosby said.

Dr. Kelly Woodford recalled Beacon’s classroom experience. “Everyone loved Beacon. Jennifer always sat on the front row with Beacon under the desk. Beacon would start the class perky and attentive and, slowly, his head would go down to his paws. When he started snoring, we knew it was time for class to end.”

At first, Crosby thought she would pursue her MBA, but soon found that also was not the pathway for her. When challenged to find which class called to her, Crosby reminisced about her Employment Law class with Dr. Woodford. Crosby said, “It finally felt like something I wanted to do.” After several classes and mentor meetings with Dr. Woodford, Crosby recalled a conversation where she asked, “If this

isn’t the path for me, please talk me out of it because law school isn’t something you do lightly. Dr. Woodford told me if I wasn’t suited for law school, she would talk me out of it, and that she wasn’t going to do that.”

Following graduation, Crosby attended Capital University Law School in Columbus, Ohio. “They were some of the hardest, but most rewarding, three years of my life,” Crosby said.

Though Crosby’s legal career may have come as a surprise to her, it came as no surprise to her family. From the time she was a little girl, Crosby was notorious for negotiating everything down to her punishments. Crosby graduated from law school in 2014, and started at Connor, Kimmet & Hafenstein LLP as a legal assistant. Finally, it was her shot. “An attorney position opened up in an area in which I never thought I would practice: personal injury,” said Crosby. She assists clients with personal injury matters, and she also assists with the firm’s Ohio Workers’ Compensation Practice.

Upon arriving in Ohio, she met Patrick Crosby at a church singles group at St. Andrew Catholic Church. After seven years of being friends, a walk in the park forever changed their relationship. Despite an age gap between the two, their relationship was blessed by Beacon, and the two were married in



AMERICANS WITH DISABILITIES ACT

In 2020, the Americans with Disabilities Act celebrated its 30th anniversary. The Americans with Disabilities Act of 1990 prohibits discrimination on the basis of disability in employment, transportation, public accommodations, communications, and access to state and local government programs and services. The law was passed to level the playing field by ensuring that individuals with disabilities have the same rights and opportunities as others in society. It has resulted in physical modifications to buildings, playgrounds, buses, and other physical spaces; elimination of artificial barriers to employment; and other accommodations that allow individuals with disabilities to fully participate in work, play, education, and other societal activities.

April 2019. “Beacon had always been around girls, so he loved a guy coming into the picture.”

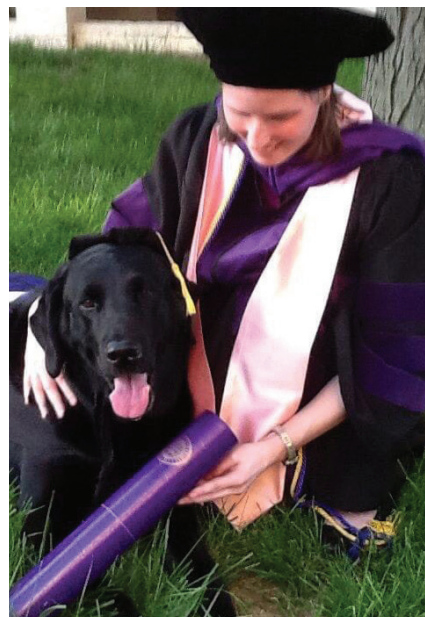
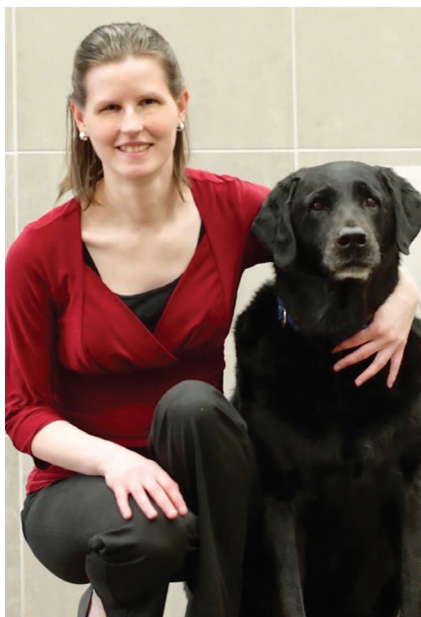
Overcoming so much, Crosby said one of her biggest obstacles was finding somewhere to live that could accommodate her needs. Unable to drive, Crosby needed a city with a good public transportation system. “That’s actually what led me to stay in Ohio and not return to Florida” she said. The public transportation system in Ohio allows Crosby to operate independently.

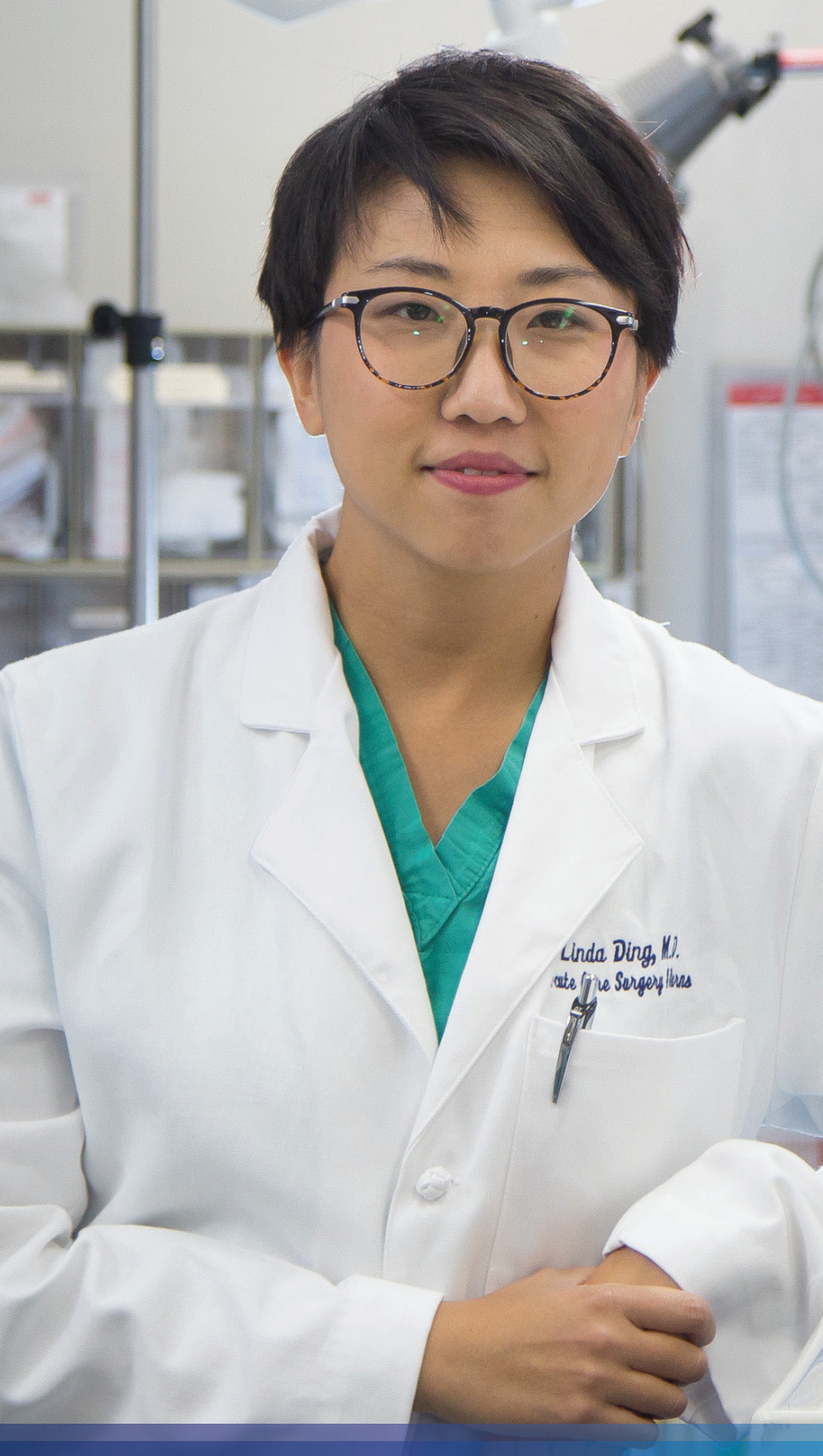
Crosby credits Dr. Woodford’s class for helping her learn how to be comfortable in front of others. “I am naturally an introvert. Every year I chair a church committee of over 400-600 volunteers. Someone called me a social butterfly; it’s a mask. I am not, but you learn to overcome shyness and do what you have to do,” she said.

“Don’t let the hard days make you give up. There were many days at South, and at Capital, where I wanted to throw my hands up, give up and say I’m done. Sometimes you just have to walk away from it for an hour.” Crosby also stressed the importance of having a life outside of the classroom. “You can’t just go in all about studying. You have to get involved.”

Crosby’s journey at South to where she is today serves as an inspiration,” Dr. Woodford said.

“With the hand life dealt her, it would have been totally understandable for her to give up,” Dr. Woodford said. “Instead, she always focused on what she could do and not what she couldn’t do. As a result of that positive focus, she has been able to achieve great things.”





It's Your Future. Move Forward.

The Mitchell College of Business and the College of Medicine at the University of South Alabama provide a new learning opportunity for healthcare professionals — a concentration in healthcare leadership within the Master of Business Administration program.

PROGRAM FEATURES

- Student-friendly, seven week courses
- Electives focusing on healthcare leadership and contemporary concepts
- Public health administration focused electives are also available
- Interaction with healthcare professionals
- Emphasis on experiential learning

The MCOB PhD Program

By Joe Hair

Director, PhD Program
Mitchell College of Business



Emerging Models for Doctoral Education
In the past decade, a more flexible alternative to traditional doctoral education has emerged. These new

programs facilitate several broad-career opportunities for individuals with business experience who want to transition into another career or an expanded organizational role in industry. One option is full- or part-time teaching at the university level. A second option is a consulting career in the emerging “gig” economy. The third option is expanded industry opportunities requiring business analytics skills. There are more than 20 of these non-traditional doctoral programs in the U.S., and the Mitchell College of Business has one of the more established programs (attracting students not just from the southeast region but throughout the U.S. and even Canada). Academic majors in non-traditional Ph.D. programs include management, marketing, accounting, finance and information systems. The MCOB doctoral program was launched in 2013 with a management

concentration; it added the marketing concentration in 2017; and in 2021, the program will begin offering an innovative new concentration in business analytics.

There are currently more than 50 students enrolled in the MCOB Ph.D. program.

How do they differ?

Traditional Ph.D. programs require students to quit their jobs and become full-time students. They also require four or five years to complete the degree and graduate (sometimes even longer).

Non-traditional Ph.D. programs, like the MCOB program, enable students to keep their current jobs, complete their degrees at the same time, and often finish the program in as little as three years. To do so, classes meet on weekends — usually nine times a year.

Students in traditional Ph.D. programs are typically 25 to 30 years old, have little job experience, and often no meaningful work experience when they enter the program. The students go directly from their master’s degree program to the Ph.D. program and their knowledge of business is very limited. Students are required to live near campus, expected to teach for a minimal salary and, sometimes, receive a small stipend to offset living expenses.

In contrast, students in non-traditional Ph.D. programs are typically 30 to 55 years old and have considerable job experience. Their knowledge of business, including managerial decision-making, is clearly much more extensive (as are their maturity levels). Because the program is weekend-based, most students are able to retain their current jobs and use vacation

time for any missed workdays. Some employers subsidize the tuition or fees for the program.

Which kind of program would you choose?

Increasingly, students are choosing non-traditional Ph.D. programs — not only for the above reasons but also because, in the complex, data-focused decision-making business environment, doctoral-level analytical skills enhance the likelihood of long-term career success.

Student Perspectives on a non-traditional PhD program? Comments from students.

- My fellow students are really great. They are highly motivated, intellectually curious but practical in their thinking, and we all work together and support each other. They also have lots of different experiences to share when we have group discussions and brainstorm to identify solutions to real-life business problems.
- After talking with doctoral students at other universities, I realize how thankful I am to have a supportive group of students in my cohort and faculty who are closely connected to the program. Traditional, full-time Ph.D. students are often competing with one another to do research on the same topics — dictated by faculty interests. Conversely, in the Mitchell College of Business, we are encouraged to do research that reflects our interests and work experience, as well as innovative areas suggested by global scholars who are excelling in that area.
- I like the fact that the MCOB program really stretches my thinking in ways I had not thought of before now. I have learned new business principles and also how business decisions involve corporate governance, analytical approaches to decision-making, psychological concepts, and many other factors that I had not considered previously.
- The relationships I have built with my fellow cohort members, as well as the faculty of the Mitchell Ph.D. program, have been extremely beneficial to my

personal and professional growth. The culture of this program is welcoming and collaborative, and I feel honored to be a part of it.

- The idea of basing my decisions on data and analytical approaches is very valuable in today's rapidly changing data-driven environment.
- The iterative process of investigation (reading, hypothesizing, writing, re-reading, re-writing, etc.) has sharpened my approach to everything I do in life. I am now less sure of my hunches in the beginning stages of problem-solving, yet more sure of my conclusions at the end. The learning experience has been invaluable.
- I was blown away by the quality of the faculty delivering the MCOB Ph.D. program.
- My initial thoughts on getting a Ph.D. were very binary — either I uprooted my family and moved to a traditional Ph.D. program, or I settled for a lower quality (online) program. MCOB offered an opportunity to earn the degree I wanted without forcing me to uproot my family.
- I was concerned that a non-traditional Ph.D. program would not be as highly regarded amongst those at my higher education institution. Instead, I've heard from countless colleagues that they would have preferred this approach had it been available when they were pursuing their Ph.D.
- MCOB has very strong entrance standards, but once accepted, there is a very strong collaborative environment for students.
- The presentations of Global Scholars from other universities who are world-class scholars in their fields are a Mitchell College advantage that other Ph.D. programs cannot match.

Faculty Perspectives.

- I love teaching in this type of program. Students are knowledgeable about practical business challenges and opportunities. When we discuss competition, developing effective teams, or managing problem employees, students have experienced these types of problems and can comment in a meaningful way, including alternative approaches to solve problems.

- Class discussions in a non-traditional Ph.D. program are mostly two-way exchanges of ideas and solutions. I often learn as much from my students as they learn from me.
- I enjoyed my previous opportunities to teach doctoral students in a traditional format, but what I like most about the non-traditional MCOB program is the knowledge students bring to class (and also include in their assignments).
- One factor I have noticed and appreciated is the level of engagement exhibited by non-traditional doctoral students. They are engaged not only when in the classroom but also between classes with each other and the faculty as a result of the increase in technological support resources.

Career Opportunities when you graduate with a PhD degree

Academics

Business schools have expanded rapidly in the past few decades, and this growth has resulted in a faculty shortage. Quite a few of the students in the MCOB Ph.D. program are already teaching at the university level but only have a master's degree. Without a doctoral degree, salaries in academia are low. With a doctoral degree, however, it is not uncommon to double one's salary when moving from an instructor position to a full-time professor. Other students have been in the industry for 15 or more years and want to transition to a teaching career (so they can share what they have learned and have a more flexible lifestyle).

Industry

Consulting or industry positions requiring new skills also provide new opportunities. With a doctoral degree, you learn cutting-edge knowledge and skills in business analytics, artificial intelligence and leadership (to name a few). This knowledge prepares you for emerging careers requiring new skills, and for individuals who want to venture into business consulting, these expanded skills provide a strong, competitive advantage compared to many established consulting firms.

Interning in the Time of COVID

BRI SWALLER



Introduction:

Vi-Jon, an employee owned LLC, specializes in manufacturing private-labeled products such as: hand soap, dish soap, body wash, etc. Headquartered in St. Louis, Mo., Vi-Jon is the owner and founder of the Germ-X brand. Bri Swaller, a senior marketing management major

at the Mitchell College of Business, is no stranger to the Vi-Jon team. What started as a simple internship her sophomore year has since led to three summers of experience she could never have anticipated. Swaller's first internship led to a second internship working with the quality assurance team. Most recently, Swaller had the opportunity to work directly with the marketing department.

How did you find the opportunity to intern with such a unique company?

My dad has been with Vi-Jon for 27 years. He put me in contact with Human Resources, and we went from there. Most recently, I was able to get an internship with their marketing team through a connection with the Category Marketing Director, Sheila Vita. I knew Sheila from previous summers with Vi-Jon. I was excited to spend another summer with Vi-Jon, interning with their marketing team.

What did a typical work day as an intern look like?

I worked 40 hours a week for six weeks. I went into Vi-Jon at 8:30 a.m. and worked until 5:00 p.m. on weekdays. The tasks were different and often varied every day. The marketing team would always meet at the beginning of the week and communicate with me daily if they needed extra help with tasks. The team wanted me to assist with Germ-X and the consumer marketing correspondence. While in this role, I received letters that consumers sent to the office asking for Germ-X product donations, and I replied as the temporary "brand manager." I also assisted with Vi-Jon's e-commerce business through Amazon by helping to manage A+ content and vendor central requests. My main project for the internship was to organize and create new shelves that showcase national brand products along with Vi-Jon's private-label offerings. These shelves are important because they are a showcase to the entire



company and also provide a visual resource for Vi-Jon employees and anyone visiting.

What was your favorite thing about interning for Vi-Jon?

The people! I love everyone there, and everyone really cares about each other. It's also been fun to go back each summer and see familiar, friendly faces and all the changes going on in the company. Working this summer, during COVID, it was interesting to see how everyone adapted in order to keep up with all of the craziness while still staying positive.

How has the Mitchell College of Business prepared you for this internship?

The Professional Readiness Engagement Program (PREP) definitely helped prepare me for going into a professional workplace. My digital marketing class actually tied into my internship at Vi-Jon because I worked with e-commerce through their Amazon product pages.

What was your biggest Challenge at Vi-Jon?

My biggest challenge at Vi-Jon was interning during COVID. A lot of things were modified because of COVID; for example, all of the meetings were on Zoom, everyone ate lunch at their desks, and everything was isolated. We had a trade show I was looking forward to, which was moved online. While it was still a great experience, it looked quite different from what I anticipated work would look like after graduation.

What is a new skill or experience you have taken from interning at Vi-Jon that you will use for the rest of your career?

I think I'll take a lot of my experiences at Vi-Jon with me for the rest of my career. These were my first real work-life experiences and being there for a few summers has taught me a lot. I would say I will take the overall communication and attitude with me. Everyone there was respectful and thorough in every decision made, which I think is critical to overall success. The way they all work together towards a common goal is admirable and something I want to bring with me in every experience I have in the future.

What is a fun fact about your internship?

One manufacturing line in St. Louis runs 270 bottles of Germ-X per minute (so that is 300,000 bottles per day on just one line). Vi-Jon has over 20 lines at just one location. Germ-X sanitizer is now rated the #1 brand sanitizer in the nation based on recent Nielsen data. Also, Vi-Jon is now 100 percent employee-owned.

What has interning at Vi-Jon during COVID been like?

Interning at Vi-Jon was extremely busy since everyone is trying to get their hands on hand sanitizer. There is a supply chain challenge that many companies are involved in — trying to get bottles and caps for sanitizer. Vi-Jon employees are working longer hours and doing everything they can. Manufacturing line workers are working hard to make sure Vi-Jon not only produces their products quickly but also maintains the same quality they have for over 100 years. The environment is

more fast-paced in producing Germ-X. There used to be only a few lines of Germ-X consistently being run at the manufacturing plants (since Vi-Jon has other products to get out to customers) but with COVID, they are now producing hundreds of thousands of Germ-X bottles in all shapes and sizes every day. Now, most lines are straight Germ-X, and this is required in order to meet demand. It was really interesting to see how every team involved in the organization worked together to meet demand and brainstorm changes in order to adapt to the market.

How have you been affected by the Internship Program?

I appreciate the Mitchell College of Business requiring us to graduate with real internship experience. I think it has really helped prepare me for life after graduation, and it looks good on a resume (while preparing us for what to expect in our respective industries). I have been able to learn and meet a variety of people through the opportunities MCOB provides for its students. I have grown both academically and personally by being encouraged to get out of my comfort zone and get concrete experience before going into the work world after graduation. I am grateful for all MCOB has offered me throughout my years here at South, and I feel more than adequately prepared for professional life as I look to graduate in the spring.

For more information about the Mitchell College of Business Internship Program, or to set up an internship, please contact Megan Bennett at mebennett@southalabama.edu



Upping Her Game

BRIANA MORRIS



Some college graduates make plans to see Europe after college. That wasn't Briana Morris' plan, but she wound up there

anyway. One of the most successful and decorated soccer players in University of South Alabama history,

Morris was invited by a Danish professional soccer team to join them in September. One week later she was on a plane bound for Denmark.

"I don't know why I left so soon, and at first I questioned if I should give it some more thought. Now that I look back, I appreciate the opportunity that God has

presented me," Morris said.

Unfortunately, Morris hasn't been able to get on the field for a match. Foreign players are required to obtain their Danish citizenship and by the time she was cleared to play, spiking

COVID-19 infections in that country forced the league to postpone its season until spring 2021.

"The experience of living and playing overseas is a lot of mixed emotions. I was excited to be playing soccer again, but because of the coronavirus it has been put on pause for almost a year," she said.

The Sun Belt Conference named her the league's



2019-20

Female Student-

Athlete of the Year — the

first Jaguar to win the award.

During her time with the Jags she was also named the Sun Belt Conference player of the year, the Most Outstanding player in the Sun Belt Conference tournament and was part of three conference championship teams, but none of those accomplishments are what she remembers most about her college career.

“My best memories were the days that no one was watching,” she said. “The days I spent perfecting my craft on the soccer ball after practice and the days where I never wanted to settle to where I was at that point in my sport.”

That obsession for perfection is what led to her greatness on the soccer pitch. “She continued to develop over the four years, a true testament to her hard work and dedication,” said Richard Moodie, South’s head soccer coach. “In the end, she became a leader, a captain, a goal scorer and a go-to player.”

Morris was also an all-star in the classroom, graduating in May with her bachelor’s degree in accounting and a

3.65 cumulative grade-point average.

“Accounting is not for the weak,” she joked.

Not one to shy away from a difficult challenge, Morris is now enrolled in South’s Master of Accounting program online.

“I am not sure if I want to be a full-time accountant right away or a full-time athlete. I feel comfortable doing both right now because I do not like my life to be consumed by just one thing, or it would be boring,” she said.

Living outside of the United States has given Morris new perspectives and responsibilities, but she believes her time at South prepared her for the challenges.

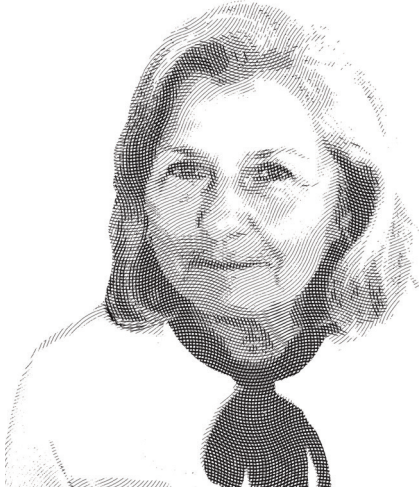
“I have had to adapt and learn more about myself and the things that worked for me,” she said. “It’s similar to going away to college, but now you’re an adult and don’t have the same convenient resources around you that your college may have had.”

A passion for learning and self-improvement has served Morris well to this point, but she knows her journey is just beginning.

“I have embraced my own path where I am still learning to grow and be the best person that I can be, as a player and a student,” she said. “I want to continue that and impact the next person wanting to create their own story.”



3+3 THREE PEOPLE THREE QUESTIONS



Marjorie Icenogle

PROFESSOR EMERITUS,
DEPARTMENT OF
MANAGEMENT AT UNIVERSITY
OF SOUTH ALABAMA

What are you reading?

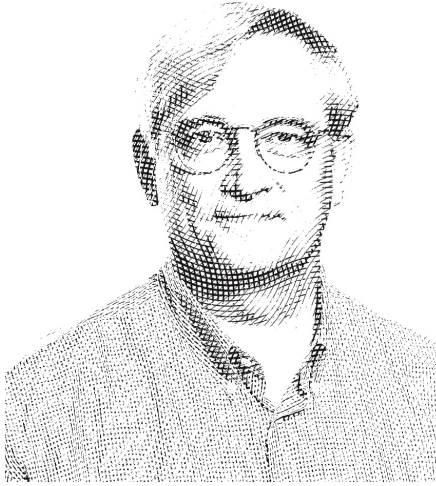
The Woman Behind the New Deal: The Life of Frances Perkins by Kirstin Downey. Frances Perkins was the first female Secretary of Labor, Franklin D. Roosevelt's moral conscience, and one of the most influential people in shaping U.S. employment and labor laws in the 1930s.

Who is inspiring you?

My 93-year-old mother and 95-year-old father, who spent many months quarantined in their assisted living apartment, and yet they continue to maintain a great sense of humor and appreciation for life.

What is the best part of your day?

Early mornings when I play tennis, being thankful to be healthy and active.



Chris Melton

CHAIRMAN AND CHIEF
EXECUTIVE OFFICER, THE
WHITE OAK GROUP

What are you reading?

I tend to read three to four books simultaneously, and I'm a bit of a history nut. I'm currently reading:

- *How Ike Led, the Principles Behind Eisenhower's Biggest Decisions* by Susan Eisenhower
- *The rise of Theodore Roosevelt* by Edmund Morris
- *The Last Stand of Fox Company* by Bob Drury and Tom Clavin
- *T-Minus AI: Humanity's Countdown to Artificial Intelligence and the New Pursuit of Global Power* by Michael Kanaan

Who is inspiring you?

Our men and women in uniform — military, law enforcement, fire and first responders. We have the privilege of working with many through our companies, and they never cease to amaze me.

What is the best part of your day?

Mornings — particularly sunrise at my farm.



Margie Tuckson

CHIEF FINANCIAL OFFICER,
TUCKSON HEALTH
CONNECTIONS

What are you reading?

Just finished *Caste: The Origins of Our Discontents* by Isabel Wilkerson. It's a must read if you are a history buff.

Who is inspiring you?

My husband, Reed, and my son, Dominic, are my external inspirations. They are two very different people who only see the good in the world. My personal inspiration comes in the form of my daily meditation and my spiritual beliefs.

What is the best part of your day?

The best part of my day is my morning walk in my garden with a large cup of coffee. I am on a mission to have a garden that looks like the Pinterest Zen gardens.

CENTER FOR REAL ESTATE AND ECONOMIC DEVELOPMENT

Jaguar Realty: A Real Estate Company for Real Estate Students

USA Jaguar Realty is a University-based real estate company for real estate concentration students. This first-in-the-nation initiative (beginning in spring 2021) at the Mitchell College of Business will increase opportunities for South's real estate students to gain real experience from both the successes and failures of the many real estate professionals with whom they will work. Another goal is to put students in the position of being able to earn real money by working on and closing deals. Is there a better way to learn how to do something than to actually do it? Our USA Jaguar Realty student agents will do exactly that.

South Wins Real Estate Competition

Last year, we reported that the University of South Alabama's Mitchell College of Business student real estate team won the grand prize in the 2018 University Portfolio Challenge, beating out teams from 47 universities from around the globe. Our newest real estate student team once again prevailed against all comers, winning the grand prize in the 2019 contest. Both winning teams included Finance 446 real estate students studying commercial real estate finance and investment, taught by Dr. Reid Cummings, director of USA's Center for Real Estate and Economic Development.

MELTON CENTER FOR ENTREPRENEURSHIP AND INNOVATION

MCEI Non-Profit Management Workshop

The University of South Alabama and the Mitchell College of Business' Melton Center for Entrepreneurship and Innovation (MCEI) hosted the Non-Profit Management Workshop as a public service to area executives, directors and staff. The program's theme was "How to remain strong, viable, and sustainable during times of crises?" and included three sessions on planning and staffing, resource development and marketing.

MCEI Pitch

Like everything else, the Melton Center for Entrepreneurship and Innovation's 2020 Coastal Venture Competition had to adapt to the new reality. The event was entirely online this spring, as expected, but what's remarkable is what didn't

change. The outstanding students of the University of South Alabama stepped up in major ways. Promotion of the event this year was handled by the USA CEO organization. As a result of their efforts, the center did not see a decline in entrants.

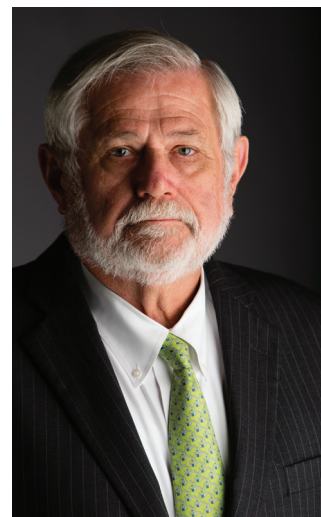
The finalists were announced and the final competition was held via Zoom and shared on Facebook live on April 9th. This year, instead of presenting in person, students presented the same type of presentation from their homes via Zoom. Pitch finalists shared their screens and gave their presentations. Judges asked questions through Zoom's chat function. Following the final presentation, the judges held a private meeting in a breakout room to discuss winners. The winners were announced over Facebook Live. The center broke virtual records in its Facebook Live views.

MCOB PROGRAM UPDATES

Aaron Beam

Though this fall semester looks drastically different than previous years, the Mitchell College of Business has remained dedicated to providing opportunities for students to engage with and learn from business professionals. On Sept. 29, approximately 300 students and local professionals connected via Zoom with Aaron Beam, a founder and former CFO of HealthSouth.

Beam kicked off his personal story with a warning to young professionals about the consequences of failing to make sound ethical decisions in the professional setting.



CEO Wins Awards

During the 2020 Collegiate Entrepreneurs Organization (CEO) Global Conference, the South Alabama chapter was recognized for excellence in several areas. Out of over 400 chapters, South placed first in "Most Outstanding Marketing and/or Social Media" and second in "Global Chapter of the Year." In addition, chapter president, Andrea Prgomelja, was recognized by placing second in "Global Chapter Leader of the Year." To keep up with South Alabama CEO, be sure to follow us on Instagram at @southalaceo.



Get Connected Day

For this year's Get Connected Day, we transitioned the event to be held virtually via Zoom. In order to be more convenient for students who may work during the week, we extended the event from Monday, Oct. 19, through Thursday, Oct. 22, from 5 – 6 p.m. daily. Each day was organized by a business concentration and the clubs that corresponded with it. There was also an information table from 9 a.m. to 12 p.m. the Thursday before Get Connected Week and each day during the event.

By attending a Zoom meeting, students were entered into a pool for a chance to earn the daily giveaway of a \$50 Amazon gift card, along with a grand prize which was the choice of an iPad mini or Apple Watch. In total, there were 99 Zoom participants and 158 students came to the information table.







South Strong, Six Feet Apart

Following COVID guidelines, the Mitchell College of Business conducted blended classes, giving students the option to attend classes in person as long as they wore masks and sat six feet apart.

2020

**#SouthStrong
Together**

MITCHELL COLLEGE
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Financial support dramatically impacts the lives of the students in the Mitchell College of Business. Your support makes us who we are today and directly affects tomorrow's business leaders.



SCHOLARSHIP RECIPIENT SPOTLIGHT

BRENDA LANDA-SILVA, INTERNATIONAL BUSINESS,
CLASS OF 2021

"The Mitchell College of Business has felt like home since my very first class. I am grateful to have attended a college that takes an interest to invest in its students. MCOB and its faculty are devoted to providing its students with the abilities and opportunities to be successful. Numerous scholarships are provided to students each semester to support their endeavors in becoming successful in future careers. My experience at the Mitchell College of Business was incredibly rewarding. Receiving my scholarships allowed me to focus more on my grades and involvement in the college community. Thank you, MCOB, for helping me achieve my scholastic goals, while making connections with great people along the way."

THREE AREAS OF PRIORITY FOR THE COLLEGE INCLUDE:

STUDENTS

The enrollment, education and graduation of outstanding students is of paramount importance to the Mitchell College of Business. Employers and other external constituents benefit from inspired graduates entering the workforce. In order to attract these students, the Mitchell College must offer competitive scholarships. The Mitchell-Moulton Scholarship Initiative matches any endowed undergraduate scholarship gift dollar-for-dollar.

ACADEMIC ENHANCEMENT

Advances in technology, changes in classroom design and active-learning teaching methods have drastically changed the educational environment. In order to maximize learning outcomes, the Mitchell College must incorporate these advances into the classroom. Join us as we embark on a campaign to update (classrooms and other) Mitchell College of Business learning environments.

THE INTERNATIONAL EMPHASIS PROJECT

Our students will enter an increasingly complex and competitive global economy. Research and experience show that students who participate in global immersion opportunities are better prepared for competition in the global economy. The goal of our international emphasis project is to ensure the affordability of stud-abroad opportunities for all interested students.



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