

# MC MISSISSIPPI COLLEGE SCHOOL OF BUSINESS / WINTER 2014

# BUSINESS



MISSISSIPPI COLLEGE  
SCHOOL OF BUSINESS

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# WELCOME *to the* SCHOOL OF BUSINESS

## *New Faculty*



Bobby Perkins

THE SCHOOL OF BUSINESS IS EXCITED to welcome new faculty member, Assistant Professor Bobby Perkins, who teaches faith, business ethics, and social responsibility class, business law, and insurance classes. An adjunct faculty member at Mississippi College since the fall of 2010, Perkins is delighted to join the School of Business faculty in Self Hall on a full-time basis.

“I am grateful for the opportunity to teach and disciple students at Mississippi College. My wife and I were preparing to serve God through the Southern Baptist Convention overseas when God provided a different path for us to serve Him,” Perkins said. “We truly feel God is leading our family to MC and are excited about the opportunities He will lay before us.”

Perkins’ classes focused on faith and business ethics are part of a larger initiative planned by the Dean of the School of Business, Dr. Marcelo Eduardo.

“The School of Business places great importance on our business ethics curriculum, and we are excited and thankful for Bobby Perkins to make that possible,” says Dean Marcelo Eduardo.

Dr. Eduardo says he is confident Perkins will add great value to the School of Business and provide significant impact on the Faith Business Ethics, and Social Responsibility Initiative. “Christian

Ethics operates on the belief that our human character should reflect the character of God,” Perkins said. “The struggle of many in the business world is that they are unknowingly trying to be acceptable to the God of this world instead of the God of eternity.” The course will address some of the struggles that business leaders face and provide students with a framework to respond to those situations.

Prior to joining our faculty, Perkins was the chief attorney for the Mississippi Insurance Commission. He received his bachelor’s degree at the University of Mississippi in 1999 and a Doctor of Jurisprudence at the MC School of Law in Jackson in 2002. He is also enrolled in a master’s program at New Orleans Baptist Theological Seminary.

Perkins comes on board with extensive ties to Baptist-affiliated MC. His wife, Amy O’Shea Perkins, his father, Norman Perkins, and his mother-in-law, Peggy Gunter O’Shea are all Mississippi College graduates. Gunter Hall on the Clinton campus is named in memory of his mother-in-law’s grandfather, Richmond Baker Austin Gunter. A Baptist minister, Gunter understood the importance of a Christian education and supported MC by helping raise financial support. MC leaders showed their appreciation for his tireless efforts by naming the residence hall in his memory.

Bobby Perkins seasoned background and deep-rooted connections to MC gives confidence to the School of Business for this new chapter.



Frank Hood



Gerald Lee

## RETIRING FACULTY

### *Dr. Frank Hood and Dr. Gerald Lee*

THE SCHOOL OF BUSINESS PRIDES ITSELF IN PROVIDING ONE OF THE TOP BUSINESS EDUCATIONS IN THE region, and this is made possible only by the years of service of our passionate faculty. The School of Business is honored to have had Dr. Frank Hood and Dr. Gerald Lee impact and inspire our students for a combination of almost 90 years, as they have also set the standard for upcoming and current faculty.

DR. FRANK HOOD came to Mississippi College as faculty member in June 1967. He later taught at The University of Southern Mississippi, only to return back to Mississippi College in 1972, where he has been ever since. Dr. Hood taught economics and international business for over 40 years. He has also been the faculty advisor for Delta Mu Delta throughout this time. Dr. Hood has several publications and presentations in his resume, which is a direct reflection of his devotion to MC School of Business.

According to the Dean of the School of Business, Dr. Eduardo, “Dr. Hood has been an integral part of the growth and the evolution of the School of Business, and his contributions have significantly helped continue the tradition of excellence at Mississippi College.”

Dr. Hood has always been active in his church and community here in Clinton, MS. He has been happily married to Carolyn for the last 46 years. After retiring, he plans to travel and “stay out of his wife’s way.” Dr. Hood says his time at MC has truly been a wonderful experience.

DR. HOOD HAS SEVERAL PUBLICATIONS AND PRESENTATIONS IN HIS RESUME, WHICH IS A DIRECT REFLECTION OF HIS DEVOTION TO MC SCHOOL OF BUSINESS.

IN HIS 17 YEARS AS THE DEAN, DR. LEE WAS INSTRUMENTAL IN DEVELOPING THE MBA DEGREE INTO A SUCCESSFUL PROGRAM THAT TARGETS WORKING PROFESSIONALS.

DR. GERALD LEE came to the Mississippi College faculty in 1970. Dr. Lee is a true Mississippian. He attended Murrah High School in Jackson where he was a star athlete in basketball. After graduation, he attended Hinds Community College for two years and then graduated from Mississippi College in 1962 with a business degree. He went on to earn his MBA from the University Southern Mississippi and then his Ph.D. from the University of Mississippi.

In 1978, Dr. Lee followed Dr. Gray Miley as the second Dean of the School of Business. In his 17 years as the dean, Dr. Lee was instrumental in developing the MBA degree into a successful program that targets working professionals. Just as important, he was a critical proponent in the move for the Business School to receive national accreditation and initiated the school’s pursuit of ACBSP (Accreditation Council for Business Schools and Programs) accreditation.

In 1995, Dr. Lee decided to step down and focus on teaching and directing the MBA program. Based on this commitment, he was awarded the Distinguished Professor of the Year Award in 2002.

## CEEA UPDATE

### *The Center for Economic Education and Analysis*



Billy Morehead

THE CENTER FOR ECONOMIC EDUCATION and Analysis (CEEA) continues to focus on its mission of increasing economic education among K-12 students and teachers in Mississippi by partnering with the Mississippi Council on Economic Education (MCEE).

During the 2013-2014 year the MC CEEA will provide a Master Teacher of Economics (MTE) workshop for K-12 teachers who are inter-

ested in adding the “193” Economics endorsement to their teaching certificate. Teachers will leave the class ready to teach an Economics class or simply incorporate Economics into their subject area. The CEEA will participate in the International Summit,

which is designed to provide resources and instructional resources for K-12 teachers so they may introduce their students to how the world works in regards to import and export trade and economic development.

The CEEA has welcomed a new director this year, Dr. Billy Morehead. Dr. Morehead is an Associate Professor of Accounting in MC’s School of Business. Prior to MC, Morehead served Delta State University in several capacities including Chair, Interim Dean, and Vice President for Finance and Administration. He worked for the Mississippi Department of Mental Health for ten years as chief financial officer of two state hospital facilities. He served as the 60th national president of the Association of Government Accountants in 2009-2010 that put him on the road for a slew of association meetings from Phoenix to Seattle, Hawaii, Japan, Guam and Washington, D.C. Earlier in his career, he worked in the state Department of Finance and Administration and in the Mississippi State Auditor’s Office.

Morehead received a bachelor’s degree in Business in Accounting from Delta State, a Master’s in Accountancy from Millsaps College and a Doctorate in degree from the University of Southern Mississippi. He’s also an alumnus of Greenville High School.

*the*  
**STUDENT  
MANAGED**  
*Investment Fund*



THE SCHOOL OF BUSINESS IS PROUD TO ANNOUNCE THE FIRST YEAR OF THE STUDENT MANAGED INVESTMENT FUND. THE INVESTMENT CLUB PROVIDES STUDENTS THE OPPORTUNITY TO HAVE HANDS-ON EXPERIENCE IN MANAGING A \$100,000 PORTFOLIO, AND IT IS PART OF ONLY A FEW COLLEGES IN THE COUNTRY THAT MANAGE ACTUAL MONEY.

THE CLUB'S ADVISOR, MC BUSINESS PROFESSOR DR. NANCY ANDERSON, SAYS, "THE CLUB HAS INVESTED IN TWO STOCKS THIS FAR, HARLEY DAVIDSON AND DISNEY. BOTH WERE PURCHASED LATE SPRING AND HAVE INCREASED OF MORE THAN 19% IN LESS THAN 6 MONTHS. AMAZING! WE STILL HAVE MORE FUNDS TO INVEST AND PLAN TO MOVE SLOWLY TO PICK STOCKS OF GOOD COMPANIES."

THE STUDENTS IN THE INVESTMENT CLUB GAINED INSIGHT FROM KNOWLEDGEABLE SPEAKERS THIS SEMESTER. IN OCTOBER, MR. PERKINS, THE SCHOOL OF BUSINESS'S NEWEST FAITH AND BUSINESS ETHICS PROFESSOR, SPOKE TO THEM ON INSURANCE. IN NOVEMBER, MR. LELAND SPEED SPOKE TO THE GROUP ABOUT THE WORLD OF REAL ESTATE INVESTMENT TRUST.

"THE STUDENTS ARE INVOLVED IN A WORTHWHILE CLUB BECAUSE THEY RECEIVE, HANDS-ON EXPERIENCE BY INVESTING IN REAL MONEY, SHORT EDUCATIONAL LECTURES TO ENHANCE KNOWLEDGE, AND REAL WORLD SPEAKERS TO SHOW STUDENTS THE PRACTICAL SIDE OF FINANCE," SAID ANDERSON.

THE CLUB ELECTED NEW OFFICERS THIS YEAR. THE FOLLOWING STUDENTS WERE ELECTED TO OFFICES AS FOLLOWS. JESSA MACCALLUM, PRESIDENT; HECTOR TANCO, VICE PRESIDENT; BRANDON JACKSON, SECRETARY; JAMES

OSBORNE, DIRECTOR OF COMMUNICATIONS; LIGUO "JOE" ZHOU, TREASURER.

PRESIDENT JESSA MACCALLUM SAYS THE CLUB IS FOCUSING ON THE STOCK MARKET THIS SEMESTER AND GRASPING BASIC (FINANCIAL) CONCEPTS. "NEXT SEMESTER, WE HOPE TO PUSH FORWARD USING THIS KNOWLEDGE. THE BEST WAY FOR US TO GROW OUR PORTFOLIO IS TO DIVERSIFY IT. WE DIVIDE INTO SECTOR GROUPS AND EACH GROUP STUDIES ABOUT THAT PARTICULAR INDUSTRY, AND FROM THERE, WE NARROW DOWN UNTIL WE REACH WHAT WE THINK WOULD BE THE BEST COMPANY TO INVEST IN. IT CAN BE A TEDIOUS PROCESS BUT PRODUCES THE BEST RESULTS," SAID MACCALLUM. MACCALLUM SAYS SHE PLANS TO RESCHEDULE THE CLUB'S MEETING TIME TO ALLOW NIGHT AND GRADUATE STUDENTS TO PARTICIPATE IN ORDER TO GAIN ADDITIONAL INSIGHT TO THE STOCK MARKET WHICH WILL LEAD TO MORE DIVERSITY IN STOCKS.

STAY IN THE LOOP WITH THE STUDENT MANAGED INVESTMENT FUND YEAR AROUND THROUGH SOCIAL MEDIA.

*Find us on Facebook: Mississippi College Investment Club  
Follow us on Twitter: MCIC2013*

ABOVE: (Front) Hector Tanco, Jessa MacCullum and Lighuo Zhou; (Back) James Osborne and Brandon Jackson



*5th* ANNUAL  
MISSISSIPPI  
HEALTHCARE  
REFORM  
SUMMIT

The School of Business continues to make an impact in the business community by providing relevant forums on current topics that are important to Mississippi business leaders.

LEFT: Pepper Crutcher



THE FORUM IS CONSIDERED AN integral part of keeping Mississippi business and community leaders informed and equipped to best manage health and wellness programs.



IN THIS YEAR'S SUMMIT ON HEALTHCARE REFORM, SPEAKERS ADDRESSED THE MOST SIGNIFICANT and timely issues related to the implementation of the Affordable Care Act. Mississippi businesses are managing through the changing mandates required by the recently implemented Affordable Care Act, and together with our business and community partners, the MC School of Business made this year's summit an invaluable resource for those navigating the new rules and regulations.

INSURANCE REPRESENTATIVES AND HUMAN RESOURCE PROFESSIONALS traveled from across the state and the south to absorb the latest pressing topics of America's health care. Our speakers included national health care experts and key state leaders in government who discussed managing health care programs and costs. Summit participants heard directly from our state's policy makers, medical leaders, and corporate professionals on the leading edge of the changes sweeping through Mississippi's health care system. This forum is considered an integral part of keeping Mississippi business and community leaders informed and equipped to best manage health and wellness programs.

Speakers included MC Business Assistant Professor of Economics and Management, Dr. Kristena Gaylor; Pepper Crutcher, partner at Balch & Bingham LLP; Cheryl Larson, Vice President of Midwest Business Group on Health; Dr. Thomas Prewitt, M.D., the director of the Healthcare Delivery Institute at HORNE; President of the Baptist Leadership Group and President Emeritus of Baptist Health Care, Mr. Al Stubblefield; Dr. Marshall Bouldin,

M.D., Chief Medical Officer of Diabetes Care Group; William Ray, President and CEO of BankPlus.

This year's health care summit was presented by a partnership between MC School of Business, Southern Farm Bureau Life Insurance Company, Mississippi Business Group on Health, Capital Area Human Resource Association and the Mississippi Society for Human Resource Management.

The summit was made possible by MC Business's business partners: Pfizer, Mississippi Association of Health Underwriters, BankPlus WellnessPlus, Southern Farm Bureau Life Insurance Company, Capital Area Human Resource Association, HUB International, Mississippi Children's Home Services, Morgan White Group, Balch & Bingham, Novo Nordisk, Mississippi Business Journal, Diabetes Care Group, Mississippi Association of Self Insurers, MS SHRM, Castlight, HORNE LLP, United Healthcare, Ross and Yerger Insurance, MS Hospital Association, Care Here, Trustmark, Fisher Brown Bottrell, Electric Power Association, and Butler, Snow, O'Mara, Stevens & Cannada, PLLC.

1. Dr. Marshall Bouldin • 2. Dr. Kristena Gaylor • 3. Dr. Thomas Prewitt • 4. Al Stubblefield

FEBRUARY 18-21, 2013

## Faith & Business Ethics Week

L.D. Jordan  
**faith & business ethics week**  
the school of business

**EACH YEAR,**  
THE SCHOOL OF BUSINESS  
OFFERS A MEANINGFUL, WEEK-  
LONG SERIES OF EVENTS FOCUSED  
ON THE RESPONSIBILITIES,  
OPPORTUNITIES, AND CHALLENGES  
FACING BUSINESS LEADERS  
OF FAITH. THE FAITH AND BUSINESS  
ETHICS INITIATIVE  
WAS ESTABLISHED BY  
MR. L.D. JORDAN, MC SCHOOL  
OF BUSINESS, CLASS OF 1951.



Kemmons Wilson, Bill Rhodes, Marcelo Eduardo, Frank Jemison, Don Jordan, and Trey Jordan



## AT THE BEGINNING OF THE FAITH AND BUSINESS ETHICS WEEK

in February, faculty emphasized faith and ethics in their lectures and engaged their students in a conversation of how faith plays a role in the business world. Several management classes focused on ethical decision making. One accounting class focused on fraudulent behavior, and human resource classes discussed dealing with ethics in the workplace.

Later that week, MC Business welcomed business leaders and alumni to speak which gave students an opportunity to hear directly from professionals in various stages of their careers. The speakers discussed how they deal with work place challenges and opportunities as people of faith. Speakers included Cliff Mitchell, General Manager of Watson Quality Ford; Les Howell, VP and Chief Engineer of Delta Industries; Arthur Finkelberg, Senior VP and Managing Director of Investments at Raymond James & Associates; David Hederman, Lead Pastor at Grace City Church; Matt Thornton, President and CEO of Butler Snow Advisory Services; Trey Jordan, Owner and President of Holiday Deli & Ham Co.; Ben Sones, Attorney at Taggart, Rimes, & Graham, PLLC; and Sheldon Gooch, Co-owner of Gooch Consulting and Event Services.

The capstone event of Faith and Business Ethics Week, MC Business welcomed President and Chief Executive Officer of AutoZone Inc., William Rhodes, as the keynote speaker during the Faith and Business luncheon in Anderson Hall. Following his presentation, several more esteemed guests formed a panel discussion moderated by the School of Business Dean, Dr. Marcelo Eduardo. Panelists that joined Rhodes were Stacy Davidson, Managing Partner of Dama Fiber; Frank Jemison, Chairman & CEO of Jemison, INC.; and Kemmons Wilson, Principal/Executive VP of Kemmons Wilson, INC.



William Rhodes, president and chief executive officer of AutoZone Inc., gives the keynote speech.



— *With* —

# HONOR

MISSISSIPPI COLLEGE SCHOOL OF BUSINESS

*HONORS DAY LUNCHEON*

AWARD WINNERS *and* INDUCTEES

LEFT: ROSY SHRESTHA



*With HONOR*

**SPECIAL AWARDS**

**MICHAEL REYNOLDS** was the recipient of the Amy Brand Memorial Award. This scholarship is given in memory of Amy Brand, Assistant Professor in the School of Business to the outstanding junior majoring in Business Administration or Marketing.

**JOHN D. DAUGHTRY** was the recipient of the G.M. Rogers Memorial Award. This award is given to the graduating Business Administration major who shows the greatest promise in the field.

**BENJAMIN M. PARNELL** was the recipient of the Delta Mu Delta Award which is given to a graduating senior business major with the highest quality grade point average.

**ANNA BOYD** was the recipient of the Outstanding Marketing Major, which is given to the graduating marketing major who shows the most promise in this field.

**AREN ATKINSON** was the recipient of the Mississippi Society of CPA's Award and is given to the senior accounting major with the best general promise in the field of accounting.

**JAY LOFTON** was the recipient of the CFA Society of MS Award, which is given to the top finance major in the School of Business.

**SAWYER T. SMITH** was the recipient of the Wall Street Journal Award. This award is given to the best all around senior in the School of Business based on scholarship, leadership, and school participation.

**MUYI MIAO** was the recipient of the Outstanding International Accounting Student Award, which is given to the most promising international student.

**SARAH KELLEY** was the recipient of the Jacqueline Jones Outstanding Junior Accounting Student Award which is made possible by Harper Rains Knight and Company. This award is given to the most promising accounting student in the field of accounting.

1. Michael Reynolds • 2. Carsey Robinson • 3. Shaoqing Liu • 4. MC Business award winners with Dr. Marcelo Eduardo



*With* HONOR

**SANDRA PARKS OUTSTANDING ACADEMIC ACHIEVEMENT AWARD** Ms. Sandra Parks is an Assistant Professor of Accounting. Ms. Park's concern and commitment for the well-being and academic success of MC Business students is legendary. It is appropriate that the outstanding academic achievement is associated with her name. This award requires the highest level of performance as the students receiving this award are graduating seniors with an overall GPA of 3.6 or higher and have all shown significant leadership.

- |                 |                  |                  |                      |
|-----------------|------------------|------------------|----------------------|
| Aren Atkinson   | Hanna Finley     | Tasha Myers      | Jonathan Sanders     |
| Kristina Barnes | Michael Fleming  | Benjamin Parnell | Terry Singleton      |
| Anna Boyd       | Heather Greenlee | Rebecca Pevey    | Sawyer Smith         |
| Gus Brand       | Bradley Hardin   | Justin Poole     | Katie Stutzman       |
| Hailey Chisolm  | Jay Lofton       | Braden Reeves    | Christopher Sullivan |
| Richard Cooper  | Susan McAdory    | Briana Ricker    |                      |
| John Daughtry   | Muyi Miao        | Carsey Robinson  |                      |

**DELTA MU DELTA INDUCTEES** Delta Mu Delta is the national honors society for business students. Membership in DMD signifies that these students are in the top 10% of their class.

- |               |                    |                  |                 |
|---------------|--------------------|------------------|-----------------|
| Aren Atkinson | Savannah Hall      | Susan McAdory    | Jennifer Taylor |
| Ryan Dunbar   | Vinicius Hiratuka  | Myles Melancon   | Courtney Ward   |
| Laura Evans   | Rinaben Ingle      | Michael Reynolds | Trent Marchman  |
| Stephen Grant | Mary Helen Klingen | Carsey Robinson  |                 |
| Austin Gray   | Shaoqing Liu       | Kevin Stuart     |                 |

**STUDENT ADVISORY BOARD**

- |              |                  |                      |                  |
|--------------|------------------|----------------------|------------------|
| Sawyer Smith | Aren Atkinson    | Justin Poole         | Joshua Carver    |
| Gus Brand    | Benjamin Parnell | Hanna Finley         | Brian Saxon      |
|              | Susan McAdory    | Aaron Herrington     | Michael Reynolds |
|              | Erin Eiler       | Christopher Sullivan | Stephen Wade     |
|              | Sarah Kelly      | Kimberly Sterling    |                  |
|              | Daniel Mortimer  | Hailey Chisolm       |                  |

**BUSINESS SCHOLARSHIP RECIPIENTS**

- |               |               |                        |                  |
|---------------|---------------|------------------------|------------------|
| Aren Atkinson | Jianren Chen  | Jay Lofton             | Michael Reynolds |
| Anna Boyd     | Valerie Cox   | Christina McCorkindale | Rosy Shrestha    |
|               | John Daughtry | Hannah McWilliams      | Sawyer Smith     |
|               | Caleb Houston | Brad Maley             | Phillip Williams |
|               | Hannah Hurt   | Muyi Miao              |                  |
|               | Sarah Kelley  | Benjamin Parnell       |                  |

**OUTSTANDING FACULTY AWARD** Brooks Poole was the recipient of the Outstanding Faculty Award. This award is selected by the School of Business Student Advisory Board based on the professors' exceptional ability to teach, communicate, encourage, and advise their students. Brooks Poole is an Instructor of Accounting and returned to teach at his Alma Mater Mississippi College School of Business in 2009. Poole received the Masters of Taxation and is currently completing the Doctorate of Business Administration at The University of Mississippi.

1. Hailey Chisolm and Sandra Parks • 2. Aren Atkinson • 3. Ben Parnell and Sawyer Smith

# *the* HEDERMAN SCHOLARS

THE HEDERMAN SCHOLARSHIP IS THE MOST PRESTIGIOUS SCHOLARSHIP AND AWARD THE SCHOOL OF BUSINESS OFFERS. It has a long history of producing outstanding students that have gone to fill significant positions, in the state, country and around the world. The Hederman family created this transformative scholarship to attract elite students. Students who receive this honor are at the top of their classes academically and also show abundant community involvement and strong leadership skills.

## RYAN DUNBAR

This year's senior Hederman scholar is Ryan Dunbar. The Madison native is majoring in accounting and plans to continue his education in the MBA- Accounting program at MC. He later plans to sit for the CPA exam and work in public accounting. Ryan will have an internship with Horne, LLP, in summer 2014.

His extracurricular activities include varsity soccer, where in 2012 he was part of the NCAA COSIDA Academic All District team and named an Academic All Conference varsity player. Also during his time as an undergraduate, Ryan studied abroad in London. Ryan is a member of Alpha Chi, Mu Alpha Theta, and Chess clubs. He is a Presidential and Dean's list scholar.

When asked what his favorite aspect in being part of the School of Business, he said, "I enjoy the community within the school of business. I have gotten to know almost all of the teachers and a lot of the students; I feel comfortable talking and asking questions to anyone when I need help, and they are usually willing and able to answer."

Ryan said he is able to get the most out of his college experience thanks to the Hederman scholarship. "I do not have to get a job to help work my way through college; I can focus on my studies and extracurricular activities without having to worry about paying for school."

## CALEB WARD

This year's junior Hederman scholar is Hoover, Alabama, native, Caleb Ward. Caleb came to MC as a football player and is majoring in accounting. Caleb is the co-founder of the KoKoa men's service club, IT/ISEC council representative and treasurer of the men's service club, and is a student worker for the School of Business. Caleb is on the Presidential and Dean's list and has been selected for the Alpha Lambda Delta Honors Society.

Caleb said the Hederman scholarship was a major determining factor to attend MC. "The Hederman scholarship has meant so much to my family and me. Like many other students, I was struggling to choose a college my senior year. When I was offered the Hederman scholarship, the decision to go to Mississippi College was crystal clear. As a Hederman scholar, I feel like I am held to a high standard inside and outside of the classroom. I also feel very honored to represent the university, the School of Business, and the Hederman family. Since I have been blessed with this incredible scholarship, I have passionately pursued success in my academics."

Caleb said he believes his faith-based education will lead to a successful career path. "The Mississippi College School of Business is an excellent place for a student to grow on an intellectual, personal, and spiritual level. The small classroom sizes promote



Top Row: Ryan Dunbar and Brian Reid / Bottom Row: Avery Caldwell and Caleb Ward

meaningful interactions between students and faculty. All of my professors have been enthusiastic to help students, encourage those who may be struggling, and show their passion for teaching. On a personal level, I have immensely grown as a student because I have been constantly challenged and motivated by my professors to pursue academic excellence. The professors in MC Business genuinely desire to prepare their students for the business world. Most importantly, the professors do an excellent job of placing a Christ-centered emphasis in their lectures. Students are taught business ethical issues from a Christ-centered perspective rather than a worldly perspective. As a follower of Christ, it is essential to learn from those who have kept Christ as their vision and have had success in the business world."

## AVERY CALDWELL

The sophomore Hederman scholar is Jackson Academy graduate Avery Caldwell from Brandon, MS, who is majoring in business administration and minoring in French. Avery is the Rush Skit Chair for the Nenamoosha Social Tribe, Orientation Leader for MC, and a member of SCOUTS. Avery is a member of the Alpha Lambda Delta Honor Society and participated in the London Semester Program. Avery is also on the Dean's list.

Avery is grateful to have received the Hederman scholarship.

"The Hederman scholarship has taught me that hard work pays off, and there is recognition in putting forth your best. The School of Business provides so many opportunities and a helping hand to its students. Also, the teachers care about the student's well-being and future careers." Avery's goal is to work in international business.

## BRIAN REID

The newest Hederman scholar is freshman Brian Reid from Madison, MS. Brian is a National Merit finalist and MC Presidential scholar who is active in his church and community. The Madison Central graduate is a member of the Civitan Men's Social Club at MC. Brian plans to become a certified public accountant. Brian said that because he is a Hederman scholar, he will be able to pursue accounting, which leads to endless possibilities. "I am honored to have been selected this past year because I know it means that people see potential in me and that means a lot to me in itself. It really drives me to be the successful man I know I can be." Brian said he is confident he chose the right school. "I really love the Business School at MC. Ever since I met Dean Eduardo I knew I had come to the right School of Business. The faculty I have met have been really great and I look forward to being in more business classes the next four years."



MC BUSINESS

# DISTINGUISHED SERVICE

*Neil King Receives the 2013 Distinguished Service Award*

ACCORDING TO THE MC BUSINESS DEAN MARCELO EDUARDO, the Distinguished Service Award is not given annually, but exclusively when the School of Business identifies a business leader who has demonstrated a deep commitment of labor and loyalty to the community and the School of Business.

“Every day, those of us that work in the School of Business are humbled by the dedication and the commitment of so many people as they help us to both preserve and build on the amazing tradition that we have forged at the college for more than 100 years,” said Business School Dean, Dr. Marcelo Eduardo, as he began his presentation for the Distinguished Service Award given at the Honors Luncheon in April.

Neil King came to Mississippi College from Pensacola, Florida, in the fall of 1955. He graduated with a Bachelors of Science in Business in 1959. While at MC, he was involved in the athletic program as a manager of the football and track teams for four

years. He met his wife, Marva Nell, at MC, and they were married in March 1962. They have a son, Brian, and a daughter, Melanie, and four grandsons.

King started his career with State Farm Insurance in June 1963, and his fiftieth anniversary at State Farm Insurance is this June. “State Farm has been a wonderful avenue for a good life. It has provided travel, wonderful friends, and it has opened many doors of opportunity. State Farm has been very supportive of me and my involvement and support of the School of Business,” said King.

King is a long time member of the Clinton Chamber of Commerce, and he has supported several businesses, charities, and community events. He has received the Distinguished Service Award from the Clinton Chamber of Commerce, the Melvin Jones Fellow Award from the Lion’s Club International Foundation, and the Century Award from the Clinton Nature Center. King is a lifetime deacon and active member of First Baptist Church of Clinton.





*Executive*  
**SPEAKER**  
SERIES

THE EXECUTIVE SPEAKERS SERIES IS DESIGNED TO CHALLENGE STUDENTS TO EXAMINE the business world through the first-hand experiences of the business leaders that participate. Students receive first-hand accounts of the consistency between a business career and faith from prominent members of the business community. The Executive Speakers Series has a well-established and important tradition in the life of the School of Business, and it is made possible the support of Merchants & Farmers Bank. Dean Marcelo Eduardo believes the Executive Speakers Series is an important part of the business education. When speaking to one group of business students, Dean Eduardo said, “We believe that it provides you with direct exposure to individuals that are highly successful in the business world, and we believe that to have the opportunity to listen to their experiences, to hear their insights. To capture their advice is to learn from the best practitioners in the field that all of you are now pursuing.”

RIGHT: Donna Barksdale addresses MC Business students, faculty and friends at the Executive Speaker Series.



Former Florida Governor Jeb Bush's appearance at the annual Mississippi College Scholarship Banquet produced the most attendance in the banquet's history. In past years, other speakers have included Condoleezza Rice, Stephen Forbes, Bob Dole, and Mike Huckabee.

1



2



3



4

**DONNA BARKSDALE**

Consistently throughout her life, Donna Kennedy Barksdale has provided leadership to every organization with which she has been involved. In education activities, private business, public philanthropy, church and civic engagement, Donna has demonstrated initiative, integrity, and concern for others. Currently, Donna is the driving force behind the Youth Employment Project (YEP) of Operation Shoestring in Jackson, MS, which provides students at Lanier High School an opportunity to work in real-world professional setting during the summer and helps them prepare for and attend college. She is currently on the board of directors of Operation Shoestring, BB King Museum, and Mississippi Arts Commission. Among many other activities, she has served as founder and chair of Leadership Jackson, on the board of Habitat for Humanity, United Way, Jackson Chamber of Commerce, president of the Jackson Junior League, chairman of Mistletoe Marketplace, and deacon at her church. In business pursuits, she is the founder and owner of Mississippi River Trading Company, an importer from China. She designed and manufactured her own clothing line, Hamilton Kennedy, which was manufactured in China and Mongolia. She sold to stores around the US and abroad. She currently sells an art wear line of Walter Anderson inspired work.

**JEB BUSH**

Former Governor of Florida, Jeb Bush, was this year's keynote speaker for the annual Mississippi College scholarship banquet. His appearance at this event produced the most attendance in scholarship banquet history. In past years, other speakers have included Condoleezza Rice, Stephen Forbes, Bob Dole, and Mike Huckabee, just to name a few. The School of Business was proud to have him speak specifically to business students before the scholarship banquet, but students had one question in mind: "Is Jeb Bush going to run for President in 2016?"

In his keynote speech at Mississippi College's annual spring scholarship banquet, Former Florida Governor Jeb Bush managed to sound very much like a presidential candidate without tipping his hand as to whether or not he'll seek the Republican nomination in 2016. Mississippi College President Lee Royce was the latest to pose the question at the March 26th banquet, which raised \$313,000 for scholarships to Mississippi College.

"It's best to make a decision at the proper time," Bush said at a news conference prior to the March 26 banquet.

Jeb Bush was elected the 43rd Governor of the state of Florida on November 3, 1998, and was reelected by a wide margin in 2002. His second term as Governor ended in January 2007. Bush earned a bachelor's degree in Latin American Affairs from the University of Texas at Austin and moved to Florida in 1981. With partner Amando Codina, he started a small real estate development company, which grew to become the largest, full-service commercial real estate company in South Florida.

Bush served as Florida's secretary of commerce under Bob Martinez, Florida's 40th governor. As secretary of commerce, he promoted Florida's business climate worldwide. Following an

unsuccessful bid for Governor in 1994, Bush founded the non-profit Foundation for Florida's Future, which joined forces with the Greater Miami Urban League to establish one of the state's first charter schools. He also co-authored Profiles in Character, a book profiling 14 of Florida's civic heroes-people making a difference without claiming a single news headline.

After his election, Bush focused on reforming education. Florida students have made the greatest gains in achievement and Florida is one of a handful of states that have narrowed the achievement gap. In addition, Bush cut taxes every year during his tenure as Governor and Florida led the nation in job growth. Bush put Florida on the forefront of consumer healthcare advances by signing Medicaid reform legislation, "Empowered Care," in June 2006. Bush is currently the head of his own successful consulting business, Jeb Bush and Associates, where his clients range from small technology start-ups to well-known Fortune 500 companies. He is also the chairman of Foundation for Excellence in Education, a national foundation focused on education reform, and co-chairman of the Barbara Bush Family Literacy Foundation. He is currently co-authoring a book with Clint Bolick called Immigration Wars, published by Simon & Schuster and scheduled for release in late spring of 2013. Bush is the son of former President George H.W. Bush and Barbara Bush. He lives in Miami with his wife Columba, and they have three children.

**DON CHEEK**

Don Cheek is the Finance Director of The Coca-Cola Company. He has been with The Coca-Cola Company for over 35 years. Since 1999 he has directed the Financial Operations of Global IT. Previously, he served as the chief financial officer for the Company's bottling operations in South Korea, Sweden, France and Louisiana. Prior to joining The Coca-Cola Company, Don worked as a CPA for Ernst & Young with focus on textile and beverage industry clients. Don, an Atlanta native, holds an undergraduate degree from Mississippi College where he played football from 1969-73.

**PHIL MOONEY**

Phil Mooney is the Vice President of Heritage Communications with The Coca-Cola Company. He has directed the Archives Department of The Coca-Cola Company since 1977. Before joining The Coca-Cola Company, he was an archivist at the Balch Institute for Ethnic Studies in Philadelphia and at Syracuse University. A Fellow of the Society of American Archivists, he has been a frequent speaker at archival meetings, and he has authored numerous articles on the subject of business archives in the United States. He has also taught a workshop on Business Archives for the Society of American Archivists for over 20 years. In his role as archivist for The Coca-Cola Company, he has conducted numerous interviews for radio and television including three segments on the Today Show and appearances on The History Channel, the Food Network, CNN and CNBC. Phil holds an undergraduate degree from Boston College and a Masters degree in History from Syracuse University.

1. Jeb Bush • 2. MC Business students and guests • 3. Dr. Marcelo Eduardo and Donna Barksdale  
4. Dr. Lee Royce, Phil Mooney, Don Cheek and Dr. Marcelo Eduardo



— MC BUSINESS —

# ALUMNUS OF THE YEAR

*Ronnie Smith Receives the 2013 Alumnus of the Year Award*

THE ALUMNUS OF THE YEAR AWARD IS a distinguished honor in recognition of outstanding business accomplishments. This annual award is chosen by a special committee and is chosen on the basis of unmistakable character and a long proven history of business success. This year the School of Business was proud to honor Ronnie Smith as the 2013 Alumnus of the Year. The annual event was held on Thursday, October 3, in Alumni Hall. Many of Ronnie's colleagues, close friends, and family gathered to celebrate his success, Mississippi College's Chairman of the Board of Trustees, Roy Ward, and President of MC, Dr. Lee Royce, were in attendance, along with many other friends of Mississippi College and the Smiths.



Ronnie Smith and his wife, Candy, have one daughter, Grace, and one son, Joshua.

“THOSE WHO KNOW HIM PRIMARILY AS A BOSS OR CO-WORKER NOTED BEFORE TALKING ABOUT ANY BUSINESS ACCOMPLISHMENT WHAT A HUMBLE, GRACIOUS AND GIVING PERSON RONNIE IS.”

*Marcelo Eduardo*

SMITH IS A 1980 GRADUATE OF THE MISSISSIPPI COLLEGE SCHOOL OF BUSINESS WITH A DEGREE IN ECONOMICS AND ACCOUNTING.

After graduation from MC, Smith began his professional career at Deposit Guaranty National Bank as a management trainee. This marked the beginning of an immensely successful career and a remarkable thirty-year relationship with the same institution.

Dean of School of Business, Dr. Marcelo Eduardo said, “This long tenure clearly speaks both about Ronnie’s high sense of loyalty and to the tremendous value that he brings to the organization and to the different management teams that have ensued over the years.” After completing the management training program, Smith began his work at the bank as a credit analyst and, subsequently, he moved to the position of relationship manager. Promotions and greater responsibility soon followed as Smith’s career progressed. After being a corporate division manager, in 1997 he was asked to move to Shreveport, LA, to oversee the operations of a recent acquisition; one that was in an eminently difficult business situation.

As this bank’s city president, Smith led a team that successfully turned around the fortunes of this institution in less than three years. This turnaround was followed by a promotion, and now under the new corporate ownership of Am South, Smith was promoted to the position of area executive for the Louisiana territory. His outstanding performance led to yet another promotion and a return to Jackson as area executive for Mississippi and Louisiana. In 2006, after Regions Bank had acquired Am South, he was asked to lead one of the bank’s six regions as president of the Southwest

region. This gave him responsibility over a territory that encompassed all of Mississippi, Louisiana, and significant portions of Arkansas and Texas.

Recently, Smith accepted a request to move to Nashville to take on the role as the Mid-America region president overseeing the banking operations of a territory which includes Middle and West Tennessee, Texas, North Louisiana, Arkansas, Missouri, Indiana, Kentucky, Illinois and Iowa.

Smith’s title is also senior executive vice president, and this describes his responsibilities as a member of Region’s Operating Committee—a group that has ultimate responsibility over one of the top U.S. bank-holding companies with \$121 billion in assets, operating over 1,700 banking offices in 16 states.

In regards to selecting this year’s Alumnus of the Year, Dean Marcelo Eduardo said the decision was simple. “Now, everyone, including Ronnie of course, is flawed and imperfect. I do believe, however, that Ronnie’s integrity and character are a special gift and his love of our Lord and his commitment to the building of his Kingdom are an essential part of him. In fact, when we called Ronnie’s friends and family to tell them that he was the School of Business honoree this year, the common thread of their remarks was their admiration for him as a person of faith. Those who know him primarily as a boss or co-worker noted before talking about any business accomplishment what a humble, gracious and giving person Ronnie is,” said Eduardo.

— MC BUSINESS —

# YOUNG ALUMNUS OF THE YEAR

*Patrick Nation Receives the 2013 Young Alumnus of the Year Award*

PATRICK NATION IS THE SENIOR VICE PRESIDENT of Sales and Marketing for Ergon Asphalt & Emulsions, Inc. He graduated from Mississippi College in 1995 with a B.A. in Accounting and received his MBA the following year. Patrick's career highlights include helping lead the company in an acquisition that doubled its size and implementing a new mission and vision for the combined organizations. While at MC, Patrick was a member of the college's football and baseball teams. Today, he and his wife Tara, an MC Nursing School graduate, spend their free time attending their children's activities and teaching 7th grade Sunday School at Broadmoor Baptist Church. They have two sons and a daughter, ages 13, 11 and 8.





MC BUSINESS

# HONORARY DOCTORATE OF BUSINESS ADMINISTRATION

*Robert H. Watson Awarded an Honorary Doctorate*

IN THE PAST DECADE, MISSISSIPPI COLLEGE HAS granted only three honorary doctorates. During the August 3, 2013 commencement, President of Mississippi College, Dr. Lee Royce, and the Mississippi College Board of Trustees were pleased to bestow this designation for the fourth time. According to the Board of Trustees, Mr. Robert H. Watson was given the honorary Doctorate of Business Administration based on the board's recognition of a distinguished career as a Mississippi businessman who has enhanced his community, served his profession with excellence, and provided exemplary service to Mississippi College as a trustee.



DR. ROYCE DESCRIBED WATSON AS A STELLAR BUSINESSMAN who is devoted to his community and who puts his love of God and community service as high priorities. “Mississippi College is proud to confer upon Robert Watson the honorary degree of Doctor of Business Administration for his exemplary service as a businessman and for his notable leadership roles at this Christian university.”

MISSISSIPPIANS KNOW ROBERT H. WATSON AS PRESIDENT AND General Manager of Watson Quality Ford since 1988. Watson Quality Ford is listed among the 45 largest Ford dealerships in the nation. In addition to his work at Watson Quality Ford, Mr. Watson recently completed his term as Chairman of the Mid-South Ford Dealer Advertising Fund.

Born in 1957 in New Orleans, Watson moved to Jackson to assist his father, Wild Bill Watson, when the Ford dealership first opened in 1982. Watson attended the University of Southwestern Louisiana, where he was a pole vaulter. He graduated from Southern Methodist University in Dallas, Texas, with a business degree.

Over the years, Watson has greatly contributed to Mississippi College as a member of the university’s Board of Trustees, the

Executive and Development Committee, as Chair of the Building Committee, and as a major supporter of the institution, particularly the Athletic Department.

Watson is a founding member of Mississippi College’s Circle of Champions that supported major renovations of MC athletic facilities. The Watson Cross Country Course at Choctaw Trails is named in his honor.

Members of First Baptist Church Madison, Watson and his wife, Rebecca, are the parents of two sons, both of whom are alumni of Mississippi College. Their oldest, Robbie, works at Watson Quality Ford, while their youngest, Matt, just completed his studies at Mississippi College’s Graduate School. At First Baptist Church Madison, Watson serves on the Finance Committee and the Church Council.

WATSON QUALITY

# FUND RAISING

## Focus

ADVANCING  
THE **MISSION** of  
MISSISSIPPI COLLEGE  
and THE SCHOOL  
OF BUSINESS

THANKS TO THE SUPPORT OF DEDICATED MC SCHOOL OF BUSINESS alumni and friends, we continue to meet our fundraising goals each year.

We are truly blessed with a generous group of supporters and are thankful to have each and every one of you take such an active role in advancing the business education for our students.

WE HAVE RAISED OVER \$2 MILLION TO SUPPORT the transformational renovation of Self Hall, and thanks to your continued support are making great progress toward our goal of achieving accreditation by the Association to Advance Collegiate Schools of Business (AACSB). Although success in achieving this goal may not be as immediately visible as a new and improved building, the benefits of AACSB accreditation are immeasurable.



Katrina Pace

Each department at Mississippi College has the highest level of accreditation available in the field, and the business school will not be an exception. AACSB accreditation is the seal of approval for collegiate business education and is held by the most well-known universities in the country and in our state. Receiving this accreditation will mark a major milestone in the life of our School of Business and will have a positive impact on our ability to recruit

and retain students, attract top faculty, and create an overall better experience for our students for years to come.

We are currently in the candidacy period, and expect to be fully accredited in three years. During this three year period, it is critical that we keep our faculty engaged at conferences in their field, support their teaching and research, and continually improve our teaching methods by offering new and innovative courses through a variety of teaching mediums.

We have established a goal of raising \$150,000 annually to support these accreditation-related activities and ask that you once again consider the School of Business in your year-end giving plans. We are grateful for the support each and every one of you provide and realize how fortunate we are to have you as alumni and friends of our School of Business at MC.

FOR INFORMATION ON MAKING A FINANCIAL GIFT TO THE SCHOOL OF BUSINESS AT MISSISSIPPI COLLEGE, PLEASE CONTACT KATRINA PACE, DIRECTOR OF DEVELOPMENT AT [KPACE@MC.EDU](mailto:KPACE@MC.EDU) OR 601.925.3421. YOU MAY ALSO VISIT [WWW.BUSINESS.MC.EDU/ALUMNI-AND-GIVING/](http://WWW.BUSINESS.MC.EDU/ALUMNI-AND-GIVING/). LEARN MORE OR MAKE A GIFT ONLINE.

LIKE US ON FACEBOOK AND FOLLOW US ON TWITTER @MCSCHOOLB.

# CORPORATE PARTNER SPOTLIGHT

*Paul Moak*

Paul Moak is one of the newest additions to the Mississippi College School of Business corporate partnerships. These partnerships have a proven history of providing valuable connections between the School of Business and the business world, and MC Business is certain the addition of Paul Moak adds great value by providing MC Business the opportunity to host activities and programs for students.

The School of Business is proud to have one of our most successful graduates working for Mississippi's longest automotive group in Jackson, MS, Rebecca McCarty. McCarty was named the Mississippi College 2013 Alumna of the Year, and she has been with Paul Moak for eight years. McCarty says she loves working for Paul Moak and the family values they have instilled. "Paul Moak is a three-generation family owned and operated. Unlike more and more auto dealerships, Paul Moak Automotive is not just a family business in name only. A member of the Paul Moak family is on the premises working every day," said McCarty.



"OUR VISION IS TO CONTINUALLY STRIVE TO BE AN ORGANIZATION COMMITTED TO EXCELLENCE IN ALL OF OUR RELATIONSHIPS WITH EACH OTHER AND WITH OUR CUSTOMERS."

*Rebecca McCarty*

She believes their commitment to their customers aligns with The School of Business's values and commitment to our students. "Likewise, MC Business values its faculty and staff as does Paul Moak Automotive. We take our role as an employer seriously and desire to create a healthy, productive environment in which our staff thrive and build careers," said McCarty. McCarty also believes that the strong reputation both organizations have are cornerstones for the organizations. "Our vision is to continually strive to be an organization committed to excellence in all of our relationships with each other and with our customers. The success of our commitment to excellence, now and in the future, is measured by satisfaction in the work place environment with each other and with our customer's satisfaction in their relationship with us," said McCarty.

McCarty says MC Business and Paul Moak create a powerful partnership driven toward opportunities of success and growth by proven reputation and ability to develop and sustain rewarding relationships.