



Mississippi  
College

A CHRISTIAN UNIVERSITY

School of Business

— *presents* —

# FAITH & BUSINESS

## *Ethics Week*

FEBRUARY 26 - MARCH 1, 2018

*A meaningful, week-long series of events for students and friends of the MC School of Business focused on the responsibilities, opportunities and challenges facing Christian business leaders.*

Endowed by Mr. L. D. Jordan

MC SCHOOL OF BUSINESS, CLASS OF 1951

# SCHEDULE of EVENTS

## 11:00 – WELCOME AND PRAYER

*DR. MARCELO EDUARDO, DEAN OF THE MC SCHOOL OF BUSINESS*

## 11:05 – PANEL DISCUSSION OF FAITH AND BUSINESS ETHICS

*MODERATOR: DR. BOBBY PERKINS, MC SCHOOL OF BUSINESS;*

*LARRY COX, LIFESHAPE;*

*TREY JORDAN, HOLIDAY DELI & HAM;*

*GREG SPEARS, AMPLIFIED SOLUTIONS, LLC;*

*SUSAN SWEAT, CORNERSTONE GOVERNMENT AFFAIRS*

## 11:55 – LUNCH

## 12:15 – KEYNOTE SPEAKER

*TRUDY CATHY WHITE, CHICK-FIL-A*

## 1:00 – FINAL REMARKS & ADJOURN

### SPEAKERS:

Tara Hayes  
*CHICK-FIL-A*

Michael Carraway Jr.  
*GRANTHAM POOLE*

Matt Thornton  
*BUTLER SNOW ADVISORY BOARD*

Denny Vander Molen  
*VERMEER MIDSOUTH*

Mike Walters  
*JBHM EDUCATION GROUP*

Jim Richards  
*KLLM*

Percy Thornton  
*SOUTHERN STATES UTILITY  
TRAILER SALES, INC.*

Kelley Williams Jr.  
*GREENOVER GROUP*

Scotty Elliott  
*ONE LIFE AMERICA*

Arty Finkelberg  
*RAYMOND JAMES*

## Keynote Speaker



### TRUDY CATHY WHITE

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Trudy Cathy White is a native Georgian and the daughter of the late Jeannette and S. Truett Cathy, the founder and chairman emeritus of Chick-fil-A, Inc.

Trudy and her husband, John, are co-founders of Lifeshape, Inc. whose purpose is to glorify God by breaking the cycle of spiritual poverty. Lifeshape provides opportunities for the Chick-fil-A family and other marketplace professionals to build relationships and be catalysts for the transformation of leaders around the world. Lifeshape implements over 50 projects in nearly 30 countries each year.

Lifeshape resources Impact 360 Institute and Lifeshape Brazil. The Institute, located south of Atlanta, GA, offers academic experiences that equip young adults to be Christ-centered servant leaders and prepare them to be culture changers instead of being changed by culture. Based in Brasilia, Lifeshape Brazil works with churches, educational institutions and companies to equip people to live out their Christian faith.

White currently serves on the Board of Directors for Lifeshape, Impact 360 Institute, Lifeshape Brazil and WinShape Foundation. She is a speaker, an ambassador for Chick-fil-A, and the author of *Along the Way*, a heart-warming collection of autobiographical stories.

This dedicated wife and mother has four children and thirteen grandchildren and is fueled by her passion to invest in relationships and be intentional with her influence.

In everything Trudy does, she is led by her commitment to obey God's leadership, nurture family relationships, and promote godly character in the next generation.

## Panelists



### **TREY JORDAN**

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Trey Jordan is the President of Holiday Ham Holdings in Memphis, TN which operates 5 fast casual restaurants including Holiday Deli and Pimentos Kitchen and Market.

He graduated in 1987 from Baylor University with a degree in Marketing and Entrepreneurship and began his career with Weston Company in commercial real estate. As well as founding the Holiday brand in 1993 with his father Don Jordan., he also owned a Jason's Deli franchise from 1996-2006 and earned Franchisee of the year.

He has served on several boards including SOS Ministries, Christ Community Medical Clinic, and Planting Faith Ministries. He served as President of the MUS alumni board and chairman of Su Casa Ministries. He currently serves as Vice President of the Memphis Botanic Garden board. An elder at Second Presbyterian Church, Trey has always had a passion for youth ministry, serving 25 years as a youth volunteer, Sunday school teacher and Discipleship leader, as well as a committee member with Young Life Memphis. Trey and his wife, Anne, have been happily married for 26 years. They have 2 children: Jules, 23 and Lucius, 22.



### **SUSAN SWEAT**

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Susan Sweat joined Cornerstone Government Affairs in 2011 after a decade as a senior staffer for Senator Roger F. Wicker (R-MS) during his service in both the U.S. House of Representatives and the U.S. Senate.

As the Senator's legislative director, Susan's Capitol Hill career included work with the Senate Armed Services, Commerce, Environment & Public Works, and Budget Committees, as well as the House Appropriations and Budget Committees. This work afforded her a network of connections across the Hill and administration, and a strong working knowledge of the processes and strategies necessary for success in the current political environment on the Hill.



At Cornerstone, Susan leads a broad range of clients focused on higher education, national security, health research, financial services, and appropriations issues. She has successfully navigated many provisions through the legislative process, utilizing her expertise and experience in devising floor and committee strategies. Managing clients that range from academic research institutions, single-disease advocacy groups and coalitions to hospitals and real estate investment firms, she also has significant experience working with Administration officials, including those at the Departments of Defense and Health and Human Services. Susan currently serves as the Chair of the National Defense Industry Association's Health Affairs Division R&D Subcommittee.

Susan received her master's degree in Liberal Studies, Social and Domestic Public Policy from Georgetown University. A native Mississippian, she received her B.A. in Communications from Mississippi College, where she was named Young Alumna of the Year in 2017. She served as Mrs. District of Columbia in 2007. Susan and her husband, a retired Air Force officer, have three children and run a non-profit working in rural Kenya.



## **LARRY COX**

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After graduating from Mississippi College, Cox received a Master's Degree from Southern Baptist Seminary, a Master's Degree from Mississippi State University and a Ph.D. from the University of Mississippi. Married to Cheryl Keathley Cox of Memphis, they have four children and 14 grandchildren.

He served as an administrator and teacher at Mississippi College for six years, but he has spent most of his career serving with non-profit organizations and living in six countries throughout Europe, Africa, and the Middle East. During the past 13 years Dr. Cox has been a leader with the philanthropic organizations of Chick-fil-A. Currently, he is President of Lifeshape, Inc.

Larry is the President & CEO of Lifeshape spending his time serving and leading the staff. He has held the role of a university administrator and professor but has spent most of his career with his wife Cheryl serving in non-profit work all over the world. Larry and Cheryl have raised four children overseas living in 6 countries throughout Europe, Africa, and the

Middle East. Larry and Cheryl are proud grandparents to 13 grandchildren and often have all the kids over to their family farm to play with the animals and in the gardens.



## **GREG SPEARS**

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Greg Spears was born and raised in Lubbock, Texas. He attended Coronado High School and attended Texas Tech University; a born entrepreneur, Greg quickly realized his passion to create and innovate outweighed his desire to finish school at that time.

Over the past 25 years Greg and his wife of 34 years, Kathy Spears, CPA, have been business partners in several ventures. These ventures include: marina and boat dealerships, restaurants, grain elevators, feed mills, rock quarries and raising known genetic Black Angus cattle. They remain involved with several of these businesses to this day.

Currently Greg and Kathy, are participating in a new venture, Amplified Solutions, LLC, whose mission is to provide bandwidth and support to entrepreneurial business including C-Suite services, exit strategy planning, sales force and/or forensic accounting support. Amplified Solutions was formed on the basis that business owners and entrepreneurs reach a conflicted plateau in their personal and business life and are striving to answer “What Now?” Greg believes that to be an effective professional today, one needs to understand the difference between leadership and management, along with understanding people’s “Why” in life.

Greg and Kathy have three children, Mallory and husband Zach, Garrett and wife Kandace, & Macey (who currently attends Mississippi College). They also have two grandchildren, Caroline (4) and William (2).



*The Faith & Business Ethics Week at Mississippi College School of Business was made possible by the generosity of Mr. L. D. "Don" Jordan, a 1951 graduate of the MC School of Business.*

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DON JORDAN was born and raised in Kosciusko, MS, where he graduated from Kosciusko High School. Don graduated from MC in 1951, and thanks to the influence of one of his instructors in the MC School of Business, he went on to Harvard Business School, from which he graduated with an MBA in 1953. After serving in the Army at Fort Sam Houston Texas, Don married his wife Marlene to whom he was married for 40 years before she lost her battle with cancer.

Don moved with his family around the country as he built his career, serving in management capacities with companies such as Proctor and Gamble and Mead Johnson Nutritional Division. When Mead Johnson was purchased by Bristol Myers, he was transferred to their Household Chemical Division where he was Vice President of National Sales. Having lived far from his roots in the South for a number of years, he was quick to respond to Abe Plough's offer to become the Executive Vice President of the International Distribution Division (which later become Shering Plough) and he moved to Memphis.

After a successful career in the private sector, Don finally followed his "true" calling as an entrepreneur and purchased one of the first Wendy's franchises in 1974. He went on to earn a number of awards for outstanding franchisee. However, in 1994, he, his wife and son, Trey, decided to develop Holiday Deli and Ham Company, which his son is now running.

Don is now enjoying his retirement with his second wife, Cynthia. He maintains involvement with Holiday Deli and Ham, being the "face" of Papa on their internationally acclaimed Pimento Cheese and helping to develop new menu products. In addition, he enjoys spending time on his farm in Oxford, MS, traveling, working with the church, and seeking new and innovative ways to meet the needs of his community. He also enjoys spending time with his children, Cyndi, Jen and Trey (all three of whom followed his example and started their own companies—his daughter Jen is co-founder and operator of The Urban Gardener in Memphis, his daughter Cyndi has a private practice in counseling and assessment, and his son continues to develop and operate Holiday Deli and Ham). He stays young by spending time with his two step-grandchildren, Alex and Taylor, and the joys of his life, his granddaughter Jules and his grandson Luke.



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