

DARLA MOORE SCHOOL OF BUSINESS

IMPACT

**YOUR PHILANTHROPY AND
INVOLVEMENT CHANGES LIVES**



**Darla Moore
School of Business**

DEAR FRIENDS:

As we begin what will hopefully be known as the post-COVID-19-era, we can look back on the past year as a reminder about what is most important in life. Being able to build community and seek support are two cornerstones to the human experience. At the Moore School, we have so missed being able to meet in person with our students, faculty, staff, alumni and friends. So, as we look ahead, we will be even more grateful for the ability to connect and re-engage with our community wherever they reside. As a result, your support during this challenging time has meant even more.

Your generosity allowed the school to pivot and provide virtual instruction in the most effective manner possible, and as importantly, eased some of the financial burdens students were facing during the pandemic. The Moore School designated \$300,000 for COVID-19 relief scholarships for students who were financially impacted by the pandemic. For the COVID-19 relief fund through summer 2021, more than 100 students received help.

Despite the challenges presented by the pandemic, the reported 2020 undergraduate job placement rate 90 days after graduation was 81 percent — 3 percent less than the 2019 record. The Class of 2020 also had the highest ever overall average salary at \$58,872; three of the nine majors exceeded \$60,000.

Even more exciting is the early Class of 2021 reported placement and salary data. Though these may change over the coming months, as of May 24, reported undergraduate job placement is at 88 percent (a record!), and reported average salaries are \$59,869, indicating the demand for our students in the job market is very strong. Similar results are being seen across most of our graduate programs.

For the undergraduate international business program, *U.S. News & World Report* awarded the No. 1 ranking in 2020 and 2021; the undergraduate IB program has been No. 1 for 22 consecutive years. For the 2021 and 2022 rankings, the *U.S. News & World Report* recognized the Moore School's International MBA with the No. 1 ranking; the IMBA has been in the top 3 overall for 32 consecutive years. Adding to the Moore School's excellence, the undergraduate supply chain program was ranked No. 5 in North America, according to the Gartner Top 25 Supply Chain University Programs for 2020. The graduate supply chain program was ranked No. 22 in North America, also according to Gartner.

Further, applications for fall 2021 are equally impressive, for both graduate and undergraduate students. Just ahead of the May 1 deposit deadline, deposits for the fall 2021 freshmen class were more than 30 percent higher than at the same time for fall 2020. Overall graduate program application submissions in 2021 are up close to 40 percent compared to this time in 2020.

With support like yours, students can focus on making their mark on the business world. To learn more about why your fellow alumni, community supporters and corporate partners give and the impact of these gifts, please read on.

We hope you will continue to engage with the Moore School by following us across social media channels, email and print platforms — and hopefully soon, through in-person events. Regardless of how you choose to engage, we are sincerely grateful for your investment.

It is an honor to work beside you in service to Moore School students. Thank you for investing in their future.

Best,



Dean Peter Brews



2019

REPORTED UNDERGRADUATE JOB PLACEMENT RATES AND SALARY

(90 days after graduation)

84%

(highest ever)

\$57,837

2020

REPORTED UNDERGRADUATE JOB PLACEMENT RATES AND SALARY*

(90 days after graduation)

81%

\$58,872

(highest ever)

**Impacted by
COVID-19 pandemic*

DEAR SUPPORTERS:

On behalf of the University of South Carolina-Business Partnership Foundation, we hope you are faring well as we continue to navigate the COVID-19 pandemic. Despite the challenges presented over the past year, the BPF has remained strong financially and continued to provide resources to the Darla Moore School of Business. Your financial commitment to the Moore School through the BPF, whether over the past year, many years ago or both, was made with the foresight to provide resources even, and perhaps especially, during difficult times. That support, along with prudent financial policies and investment strategies developed by the BPF Board of Trustees, have the BPF well positioned now and for the future.

Total assets for the BPF were nearly \$113 million as of June 30, 2020, and total endowed funds held for the benefit of the Moore School by the Business Partnership Foundation, Educational Foundation and the university totaled \$158 million. Investment returns since that time have been strong, driving net asset and endowment increases of approximately 25 percent as of March 31, 2021.

A key initiative during 2020 was the relaunch of the BPF Board of Advisors. The board currently includes 31 business leaders, both alumni and non-alumni, that represent a broad range of industries, professions, geographies, career stages and diversity. The plan is to grow membership to 50+ in the next few years while increasing the breadth of representation. The primary mission is to positively impact growth of the Moore School and BPF by serving as well-prepared advocates across professional and personal networks,



engaging as hands-on volunteers and providing and influencing financial support. Through this experience, advisors are able to leverage resources of the Moore School to support their professional development and business growth.

While pleased with the BPF financial position and recent support from contributors like you, the needs of the Moore School continue to grow. As such, we remain focused on ensuring each donor gift, annual or endowed, is put to work for the benefit of students, faculty and staff to help fulfill the Moore School's mission of delivering world-class business education. And, growing the endowment with new donors and gifts, along with prudent investment management, will ensure sustainable support for generations to come. Thank you for your generous financial support and advocacy. Each gift and every word of support is appreciated and makes a difference.

Best wishes to you, your family and business colleagues during these challenging times. We can't wait to see you on campus soon.

Thank you!

Charles W. "Chuck" Garnett, BPF chair
Jean E. Duke ('77 accounting), BPF president

BY THE NUMBERS

Moore School endowments \$158M	Students receiving scholarships and fellowships 777
Total student scholarship and fellowship support \$2.48M	Faculty Support \$700K

TOTAL DONORS IN THE PAST YEAR	
1,094	
639	Alumni
64	Individuals
58	Parents
158	Students
130	Corporations, organizations and foundations
45	Faculty / Staff



PLANNED GIVING

The Moore School is a supportive community with dedicated and talented alumni, friends and corporate partners from across the United States and all over the world. These investors have a lasting impact on the Moore School's present and future.

Gifts provided through an estate will have a meaningful impact on the school in the future. Those who choose to make a planned gift invest in the Moore School through life insurance, a bequest or other estate-planning strategy. It is one way for individuals to establish a legacy by supporting specific initiatives.

The individuals highlighted are using a combination of strategies to assist the Moore School in providing student undergraduate scholarships, student graduate fellowships and faculty support.

Learn more about the planned giving options available to you by contacting a member of the development staff.

*Allen N. Berger and Mindy S. Ring
at the Moore School*



SECURING A LEGACY

Moore School finance professor Allen N. Berger and his wife, Mindy S. Ring, chose to create a planned gift to support finance students and faculty to honor their commitments to teaching and research.

Berger, who was with the Federal Reserve in Washington, D.C., before coming to the Moore School in 2008, said he had only visited South Carolina once for a conference in Charleston before deciding to join the faculty in the finance department to teach finance and banking policy.

“I had no idea I would like South Carolina so much or that I would like teaching so much,” he said. “The unknown always makes you nervous. I enjoy teaching undergraduates but enjoy teaching doctoral students even more. I think of the graduate students as my children.”

Berger relies heavily on his research experience for his coursework.

“Undergraduate students may not realize they’re getting research about banking, but 60-70 percent of my course is from research, not a textbook,” he said. “Research promotes knowledge, helps with service to the university and makes for better teaching.”

Berger said he has always been passionate about promoting research in finance, so he hopes to inspire others to pursue similar careers with his planned gift. Berger and Ring plan to transfer some of their 401K-type investments to create the Allen N. Berger Endowed Chair in Finance Fund. The remainder of the \$1.5 million gift will be from their reciprocal wills.

Berger, the H. Montague Osteen Jr. Professor in Banking and Finance, has enjoyed the benefits of an endowed professorship and understands how such funds can attract top professors. He is also a Carolina Distinguished Professor, an honor reserved for the top professors at UofSC.

In the future, Berger and Ring’s endowed chair will be held by a Moore School finance professor; they said they hope the endowed chair values finance research and teaching as much as they do. They also recognize that attracting and retaining senior researchers with chair positions helps with recruiting, retaining and improving other faculty within the finance department, the Moore School and the university. The chair positions also help faculty further enhance their research and teaching.

Berger said the endowment of a chair position allows him and Ring to continue contributing to research and teaching at the Moore School in perpetuity.



“Research promotes knowledge, helps with service to the university and makes for better teaching.”

- ALLEN N. BERGER

Bernard and Bonnie Banks on a recent trip to Egypt



PROVIDING NEW PERSPECTIVES

Bernard ('70 business administration) and Bonnie Banks have experienced firsthand the impact of international travel on their worldviews. Their passion for travel combined with their admiration for the Moore School's emphasis on educational excellence persuaded the Banks to sponsor multiple funds for Moore School students.



“It is a mind-expanding experience to go to a different country and see a different culture and see how other people live, how society is structured compared to our society.”

- BERNARD BANKS

The Banks chose to contribute to study abroad opportunities at the Moore School so students could experience other cultures and see how fortunate they may be in comparison. Bernard Banks had never traveled to another country until after he finished college.

“It is a mind-expanding experience to go to a different country and see a different culture and see how other people live, how society is structured compared to our society,” he said.

Bonnie Banks said traveling to other countries is a “tremendous education in itself; it gives you a much bigger perspective on life and the world.”

While they invest in study abroad opportunities for Moore School students, they also provide support for a scholarship. A promised estate gift will provide future support for both. Their generosity comes from their gratitude for having had the opportunity to graduate from college.

Growing up in Saluda, South Carolina, Bernard Banks was raised in an economically modest household; his

father didn't finish high school, and his mother graduated high school and was able to take a college-level six-month business course. Despite their financial struggles, his parents saved enough money to pay for Bernard Banks to attend UofSC to get his business administration degree.

Like her husband, Bonnie Banks was raised in a comparably modest household — her mother finished college, and while he attended, her father was pulled from attending college so he could serve in World War II. Like her husband's parents, Bonnie Banks' parents encouraged her to get a college education; she graduated from the University of Georgia, and all of her siblings also went to college.

Bernard Banks worked in corporate lending for First Union (now Wells Fargo) and NCNB (now Bank of America) in both Charlotte, North Carolina, and Tampa, Florida, for more than 30 years. Bonnie Banks initially also worked in a bank, got her MBA and taught at Winthrop University, where she later transitioned into administration.

After they returned from Florida, Bonnie worked for Bellsouth for close to 20 years. He retired in 2003; she retired in 2006. They split their time between their home in Charlotte and a mountain house in Blowing Rock, North Carolina.

Acknowledging the opportunities their college degrees have afforded them, they decided to begin scholarship funds at both of their alma maters — Bernard Banks to the Moore School and Bonnie Banks to the Terry College at the University of Georgia.

While they generously give to their alma maters, they also support a couple of youth programs that help high achievers with limited financial abilities prepare and pay for college.

“We don’t have any children, and we think of all the problems in this country, the biggest problem is kids who want to go to college but can’t go for financial reasons,” Bernard Banks said. “We figured, if we can help them, we consider that our number one priority.”



“Traveling to other countries is a tremendous education in itself; it gives you a much bigger perspective on life and the world.”

- BONNIE BANKS



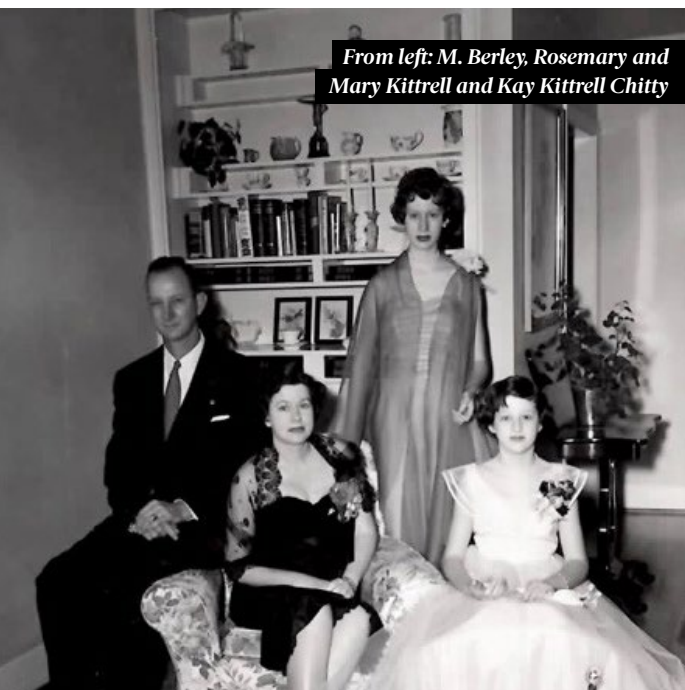
“The money I received has allowed me to focus more on my academics and not have the stress of thinking about all of my expenses. The Bonnie and Bernard Banks ('70) Scholarship has given me the ability to finance my education despite the financial difficulties I have incurred during the pandemic.”

CAMDEN BUENNEMEYER

Chatham, Illinois

Operations and supply chain student,
graduating May 2023

Bonnie and Bernard Banks ('70) Scholarship



From left: M. Berley, Rosemary and Mary Kittrell and Kay Kittrell Chitty

EXEMPLIFYING A ‘SPIRIT OF GENEROSITY’

The Kittrell/Chitty family has unwaveringly supported Gamecock students for decades.

In 1990, an anonymous donor established two endowed scholarships for what was then the College of Business Administration, now known as the Darla Moore School of Business, in honor of the late M. Berley Kittrell, and for the College of Nursing in honor of the late Mary Seymour Kittrell. Berley Kittrell, who sold, appraised and developed commercial and industrial real estate, was a guest lecturer for the business school in the 1960s and later an adjunct instructor until his death in 1971.

Kittrell’s daughters Kay Kittrell Chitty and Rosemary Kittrell stayed in touch with the recipients of the Kittrell scholarships and were touched by the kind words of students who benefited from the endowed scholarships over the past 30 years.

After her death in 2018, Rosemary Kittrell, a well-respected Georgia criminal civil rights attorney and a former National Merit scholar, bequeathed \$150,000 to each of the scholarships in her parents’ names.

More recently, Charles B. “Chuck” Chitty, Kay Kittrell Chitty’s son, committed to a significant estate gift that will be applied to the original M. Berley Kittrell



Chuck Chitty and Kay Kittrell Chitty



M. Berley Kittrell was a civilian flight instructor who taught military pilots to fly during World War II

Scholarship. He is also committed to the College of Nursing for the scholarship in his grandmother's name.

"I have a belief, a general feeling, that to whom much is given, much is required," said Chuck Chitty, who has been in the long-short equity hedge fund business over the course of his more than 20-year career. "Our family has been disproportionately blessed, and we have a responsibility to return that spirit of generosity."

Chuck Chitty said he has been a subject of others' generosity, so he wants to continue the "virtuous cycle of giving."

The Kittrell/Chitty family has agreed over the years that four philanthropic areas are important to support — business, nursing, the armed forces and education — and Chuck Chitty said he will continue to support these areas in the spirit of his grandparents.



"I have a belief, a general feeling, that to whom much is given, much is required. Our family has been disproportionately blessed, and we have a responsibility to return that spirit of generosity."

- CHUCK CHITTY



"These scholarships mean so much to me as a student; they have impacted me by making college more affordable and attainable. It made me work harder for my grades and be proud of what I am doing in the Darla Moore School of Business. The Moore School has challenged me by pushing me out of my comfort zone and making me a better professional. I have gained knowledge in finance, real estate, marketing, management and economics, which will help me prosper in my future career."

SYDNEY STOEVERS

Summerville, South Carolina

Marketing student, graduating May 2022

M. Berley Kittrell Scholarship

Moore School Alumni Scholarship

*Sylvia S. and Charles H. Harris
Bicentennial Scholarship*



Karen Fedder

CONTINUING THE FAMILY TRADITION



Despite growing up near Clemson University, Karen Fedder ('79 marketing) has always been a diehard Gamecock fan. That is what inspired her to pledge her support to UofSC with a \$3.3 million gift for Moore School scholarships, support for her parents' scholarship fund and Gamecock Athletics.

For the three initiatives she has committed to, Fedder will donate part of her gift in cash while the rest will be given through a trust in her estate plan. A new scholarship is being created in the Moore School to benefit students majoring in marketing and sales.

"If you're financially able, you should consider giving and helping those who need assistance with their education at the University of South Carolina," Fedder said. "Not only will you have the satisfaction of giving back, but doors open up for you to connect with other alumni who have done the same."

Fedder's parents, Jerry ('52 UofSC law) and Nancy, who also attended UofSC, created the Fedder Family Scholarship in 1977 to assist students from Oconee and Pickens counties who planned to attend UofSC. Fedder will continue to fund this scholarship, which has impacted the lives of more than two dozen students since its inception.

Fedder and her mother also wanted to show their support for Gamecock Athletics with a naming gift — the Jerry Fedder Head Coach Conference Room — in honor of her late father.

The Fedder family has always rooted for the Gamecocks, despite living in Seneca, South

Carolina, near Clemson University when Fedder was growing up.

"Perhaps this actually intensified our support for the Gamecocks and helped solidify our dislike of any orange team," Fedder said.

From working in retail jewelry sales and then a long stint at Kraft Foods, Fedder enjoyed a successful marketing and sales career before retiring in 2017.

Through her gifts to the university and its students, Fedder says she has "realized the heartfelt benefits of giving back."

Beyond that, she has met many people through her association with the university, which has led to participation at athletic events and inclusion in the Carolina Guardian Society and Garnet Society. To qualify for the Carolina Guardian Society, donors make a commitment to the university through their estate plans.



"If you're financially able, you should consider giving and helping those who need assistance with their education at the University of South Carolina. Not only will you have the satisfaction of giving back, but doors open up for you to connect with other alumni who have done the same."

- KAREN FEDDER



Ron Wilder



Jack and Judith Helmuth

THE POWER OF GIVING BACK

Ph.D. alumnus John “Jack” Helmuth (’81 Ph.D. economics) and his wife, Judith, decided to honor the “supportive atmosphere” Helmuth encountered during his program by founding a graduate fellowship honoring Ron Wilder.

Wilder, a professor emeritus of economics at the Moore School, was a longtime professor for the economics Ph.D. program and a beloved mentor for many students like Jack Helmuth.

The Helmuths recruited more than 40 Ph.D. alumni and faculty to join their efforts, which resulted in the Ronald and Charlotte Wilder Economics Endowed Fellowship Fund, which will benefit doctoral students in economics.

“This is an expression of appreciation not only to [Wilder] but also to the entire economics department,” Jack Helmuth said. “It was a very supportive atmosphere when I earned my Ph.D., and I see the same camaraderie there now, which is so important to student success and for the continuity of the economics program.”

“Further reflecting upon that appreciation, we decided to establish a companion fellowship to help recruit and retain doctoral students in economics,” Jack Helmuth said.

They are using their own highly appreciated stock and have committed to an estate gift to establish the John A. Helmuth ('81) and Judith Helmuth Economics Fellowship Fund.

Jack Helmuth is a finance professor and former dean at the University of Michigan-Flint, and Judith Helmuth is a vice president at Merrill Lynch.



FOTEINI TZACHRISTA

Ioannina, Greece

Behavioral Economics Ph.D. student,
graduating May 2022

*Ronald and Charlotte Wilder
Economics Endowed Fellowship*

“The recognition I received from my supervisor, department chair, committee and other professors in the department with the Ronald and Charlotte Wilder Economics Fellowship award is extremely important. Economics as a discipline can be very competitive, but our department knows how to foster community and give constructive feedback to enhance a student’s performance. COVID-19 has introduced uncertainty in many different dimensions — this fellowship helped alleviate some of my financial concerns and reduced my overall stress levels, too.”



ANNUAL GIVING

For those who are passionate about the Moore School, making an annual gift provides an immediate impact by funding initiatives like undergraduate student scholarships, graduate student fellowships, student study abroad trips, experiential learning opportunities, faculty research and teaching, student career services and other strategic initiatives.

Annual gifts may be unrestricted, which address the most immediate needs of the school, or directed to a specific academic department, program or existing fund within the Moore School.



Edwin Neal

INVESTING IN SOUTH CAROLINA STUDENTS

Growing up in Sumter, South Carolina, alumnus Edwin Neal ('83 accounting, '84 MACC) never imagined he'd be working as an executive with a multinational financial institution. Like other South Carolinians who come from underrepresented backgrounds, Neal was able to participate in the university's Opportunity Scholars Program, which provided him the support he needed to be successful.

Because of his experience with the Moore School and the impact it's had on his life, he decided to invest in the Moore School's Rising Scholars Program with the Edwin Neal Annual Scholarship to increase the resources and assistance for underserved students from South Carolina.

A corporate controller for Enterprise Staff Groups with Wells Fargo, Neal participated in UofSC's Opportunity Scholars Program when he was a student in the 1980s. The federally supported program identifies incoming freshmen who may need additional orientation, mentoring and leadership opportunities to ensure they are able to succeed; these students are also South Carolina residents. Usually, Opportunity Scholars Program students are first-generation college students and/or they have a significant financial need.

"Although the Rising Scholars Program is optional for students, I see a similar opportunity like the Opportunity Scholars



“Although the Rising Scholars Program is optional for students, I see a similar opportunity like the Opportunity Scholars Program for Moore School students — the program provides extra mentoring, leadership and exposure to ensure success, especially for minority students. I want others to have those same positive experiences and support I did to jumpstart their careers and dream big.”

- EDWIN NEAL

Program for Moore School students — the program provides extra mentoring, leadership and exposure to ensure success, especially for minority students,” Neal said. “I want others to have those same positive experiences and the support I did to jumpstart their careers and dream big.”

Like the Opportunity Scholars Program, similar criteria are in place for students to qualify for the Rising Scholars Program, an excellence initiative to develop future business leaders and bridge the opportunity gap for underserved students from South Carolina. To be designated as Rising Scholars, students must demonstrate a record of excellence, resiliency, teamwork and integrity — characteristics that are fundamental to future business leaders.

As part of the Rising Scholars Program, entering its fourth year in 2021-2022, students attend a tailored session of the University 101 first-year experience course, network with successful alumni, are paired with faculty and peer mentors, benefit from personal finance education and have the option to obtain BB&T emerging leadership certificates.

The freshmen may choose to engage in a Rising Scholars-specific, living-learning community in South Tower. All Rising Scholars have access to peer tutors and ad hoc academic resources, and students with financial need receive a renewable scholarship each academic year.

“Having the support of the greater Moore School community shows our Rising Scholars students



“The Moore School education has had a tremendous impact on my career. I want to keep the legacy of excellence alive.”

- EDWIN NEAL

how valued they truly are,” said Associate Dean of Diversity and Inclusion Deborah Hazzard. “When our alumni want to give back to our students, it shows that the Moore School family relationship and commitment extends beyond graduation. Moreover, it sets a precedence for our Rising Scholars to reach back and help after they graduate.”

For his contribution, Neal said he wanted an opportunity to give back because the Moore School prepared him well for not only his career but also helping him fulfill his leadership potential.

“The Moore School education has had a tremendous impact on my career,” Neal said. “I want to keep the legacy of excellence alive. I want others to experience what I did without financial concerns as a barrier to experiencing the Moore School. I also give back because I want to do my part to ensure the Moore School can continue to attract the best students and faculty.”

In addition to the new Rising Scholars fund he’s sponsoring, Neal and his brother, Wilfred, established in 2013 the Neal Brothers Endowment Fund to support an accounting student from Sumter, South Carolina, with a scholarship or fellowship each year.



“Receiving this scholarship means a lot to me, since it is helping me attend school, or at least my first year, debt free. Since I received this scholarship, I don’t have to work during this school year, which is a blessing because working while also taking the maximum amount of credit hours is hard and stressful.”

SHANEL GORDON

Summerville, South Carolina

Accounting student, graduating May 2024

Edwin Neal Annual Scholarship

Wells Fargo Endowed Scholarship



PROGRAMMATIC AND STUDENT SUPPORT

Investors can sponsor specific programs and initiatives within the Moore School. From diversity and inclusion programming to academic center initiatives, there are a myriad of opportunities to make an impact on the quality of the Moore School experience.



EXPANDING GLOBAL BUSINESS

Alumnus Brian Lu ('90 UofSC mechanical engineering master's, '93 MIBS) knows that the hallmark of the No. 1 international business program is the ability to travel the world. That is what inspired him to contribute \$100,000 in 2020 to the Moore School, which established the Brian Lu Fund for International Business.

The gift provides innovative international business programming and supports a range of activities that align with the Moore School's international business strategic initiatives and future plans. In partnership with the Moore School's Folks Center for International Business, Lu's fund has already sponsored virtual discussions showcasing global



“The multinational exposures, international business studies, cross-cultural learnings and adaptations were valuable experiences from the MIBS program.”

- BRIAN LU

experts and IB faculty in the past year that have helped broaden the audience interested in international business.

A member of the Folks Center Global Advisory Board, Lu is a vice president and general manager of sales and marketing for greater China's Apple.

He chose to support the Moore School's international business programs because of the impact his Master of International Business Studies has had on his career.

“The MBA program was not available in China then, and hence after graduating from MIBS, my career options became so much broader when I returned to China,” he said. “The multinational exposures, international business studies, cross-cultural learnings and adaptations were valuable experiences from the MIBS program.”

Just as Lu's experiences exploring multinational business practices in the MIBS program had a profound effect on his life, his investment will provide critical funds necessary for staff, faculty and students to explore the world and give them

a valuable framework to apply what students are learning in the classroom.

“No matter how much research and reading one does, it can never give you the insight and true understanding unless you are immersed in the country/city to get firsthand exposure to the culture, economy and the vibes,” Lu said.

Lu's gift affords for more global opportunities for students and provides further support for the No. 1 ranked undergraduate international business and International MBA programs.

“The Moore School and Folks Center sincerely appreciate the generosity of Lu's gift,” said Karen Brosius, executive director of the Folks Center for International Business at the Moore School.

“Private support from investors like [Lu] provide opportunities to positively impact the lives of students and offer them the life-changing experience that has defined the international business program at the Moore School and UofSC,” Brosius said.



CORPORATE PARTNERSHIPS

Corporate partners know the advantage of investing in the Moore School. These partnerships provide significant value to both the school and company through undergraduate scholarships and graduate fellowships, collaborative projects, experiential learning opportunities and hiring students for internships and full-time positions.







INNOVATION INSIDE THE CLASSROOM

The Moore School and Center for Sales Success' partnership with Colonial Life gives students the opportunity to tap into their business acumen and creativity to provide momentum behind sales projects with the voluntary benefits insurance company.

When this partnership was created in 2019, Colonial Life wanted to gain outside student perspectives for their projects and provide students with hands-on sales experience.

"This relationship allows UofSC Center for Sales Success students to develop the skills required to be successful in sales-centered organizations while helping solve Colonial Life business challenges," said Richard Shaffer, senior vice president of field and market development at Colonial Life.

Beth Renninger, director of the Center for Sales Success and a Moore School marketing lecturer, says Colonial Life was seeking innovative ways to build their sales talent pipeline, and the collaboration provided access to students' unique skills and viewpoints.

Research shows 88 percent of marketing majors will start their career in sales — it's 50 percent among all college grads, Renninger said.

"Sales has become a broad and diverse discipline with areas focused on lead generation, relationship building, technology enablement and requires interactions with various business disciplines," she added. "This experiential-learning power brings this reality to life in an educational experience which facilitates learning and talent assessment."

Colonial Life has been able to work with students on projects to determine how the organization can attract and onboard recent college graduates and effectively

incorporate a virtual component in their selling process. In 2020 and 2021, two semester-long projects focused on driving the efficiency of and enhancing recruiting, sales and marketing.

“A few of the recommendations from the fall that we’ve implemented are incorporating video into the sales process, virtual selling training certification, incentivizing virtual work and sharing success stories,” Shaffer said. “Gaining student insight helps us remain competitive, attract clients and recruit employees.”

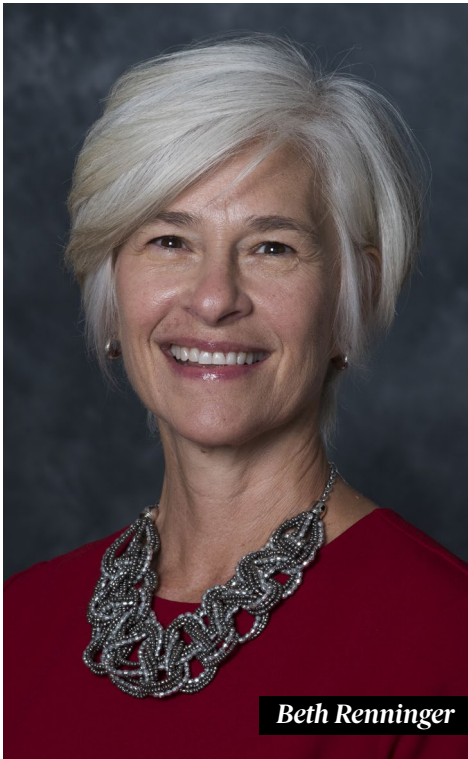
Students benefit by doing real research, analysis, synthesis, prioritization of and communication with data to rationalize their approach.

“The pandemic accelerated a shift to a hybrid model in our business — the combination of

in-person and virtual sales and client management activities, a business model we’ll continue to drive forward,” Shaffer said. “We want to appeal to all generations. If we can identify the best recruiting and onboarding techniques, we will better position new workers for success.”

As the partnership continues, Shaffer said he looks forward to seeing how students’ future work will impact Colonial Life initiatives. The company is also considering graduate-level projects.

“We’re excited to see this partnership evolve,” Shaffer said. “I have been impressed with the students’ work, questions and engagement in the virtual class and meeting structure.”



Beth Renninger

”

“Sales has become a broad and diverse discipline with areas focused on lead generation, relationship building and technology enablement and requires interactions with various business disciplines. This experiential learning powered by Colonial Life brings this reality to life in an educational experience which facilitates learning and talent assessment.”

- BETH RENNINGER



Brittany Owen



“Part of the mission of Elliott Davis is to make a positive community impact, and UofSC plays a vital role, not only in the Columbia market but also beyond our state borders.”

- BRITTANY OWEN
(’06 accounting, ’07 MACC)

CULTIVATING FUTURE ACCOUNTANTS

The Elliott Davis accounting firm partners with the Moore School on a number of initiatives to help develop future business and community leaders.

To support the undergraduate accounting and Master of Accountancy programs, Elliott Davis annually gives \$30,000 that contributes to undergraduate scholarships and MACC student fellowships and sponsors faculty and departmental initiatives. The firm, based in Greenville, South Carolina, with nine offices in the Southeast, also actively recruits interns and full-time staff from the Moore School.

One aspect of Elliott Davis’ contributions includes providing resources for the accounting program to recruit and retain top accounting faculty and expand the impact of faculty through research and professional development.

“Part of the mission of Elliott Davis is to make a positive community impact, and UofSC plays a vital role, not only in the Columbia market but also beyond our state borders,”

said Brittany Owen, a principal with Elliott Davis and a Moore School 2006 accounting and 2007 MACC alumna. “We believe that educating each generation to address complex challenges is essential to transforming our communities. A UofSC education prepares graduates to contribute to making businesses stronger, which also creates better places to live and work for everyone.”

Elliott Davis’ relationship with the Moore School is reciprocal; they hire interns and full-time staff who have attended or graduated from the Moore School.

“Elliott Davis knows firsthand that the Moore School’s intensive accounting program produces well-prepared and successful students who bring immediate value to the firm,” Owen said. “Our partnership enables us to support the university while also building a pipeline of top talent through professional opportunities.”

Owen herself is thankful for the strong foundation she received through her education at the Moore School, and she uses that foundation in her career and community service, she said.

The intense curriculum gave her a deep understanding of accounting, but she also became proficient in other areas of business including marketing, finance, communications and business law, she added.

“The Moore School definitely takes a holistic approach to training [students] in all aspects,” Owen said. “The business school also encouraged my philanthropic endeavors by encouraging students to get out of their comfort zones and participate in numerous volunteer activities and leadership roles.”

“I had the privilege of doing an audit internship with Elliott Davis in their Charleston, South Carolina, office last summer and know firsthand what a prestigious firm it is. I am so grateful and honored to have received part of the fellowship that they have contributed to the Darla Moore School of Business. By receiving this fellowship, I was able to reduce my time spent working a part-time job, which has allowed me to dedicate more time to schoolwork and studying for the CPA exam. The fellowship has helped me tremendously both in the short and long term.”



McKENZIE JACKSON

Charleston, South Carolina

Master of Accountancy alumna,
graduated May 2021

Elliott Davis, LLC Fellowship



ALUMNI SUPPORT

Many of the Moore School's alumni serve the school and students by volunteering their time to continue their alma mater's excellence. Alumni serve in advisory capacities on academic center boards, as event hosts and also engage with students as mentors or through internship opportunities. Alumni know the value Moore School students bring to the workplace and are critical in providing job and internship opportunities. Alumni also derive significant value by being actively engaged in the alumni network.

A CIRCLE OF SUPPORT



Every year, the Moore School Young Alumni Board launches a signature project that focuses on an area of need for the Moore School community. For 2020-2021, the board decided to invest in a project that will have a long-term impact on Moore School students by establishing the Young Alumni Scholarship.

“The Young Alumni Scholarship allows Moore School alumni to make a monetary contribution strictly for the Moore School students who are in academic financial need. One unique quality about our scholarship is that it is a continuing effort which will also allow monetary contributions by future alums as well,” said Yogini Intwala (’12 HR management and marketing), chairwoman of the Darla Moore School of Business Young Alumni Board.

In order for the Moore School to award the first scholarship, \$25,000 must be raised. Since the start of the initiative, the Young Alumni Board has raised more than \$10,000.

“If we continue to receive contributions from our dedicated alums, we will be able to award the first scholarship as early as spring 2022,” Intwala said.

As an alumna herself, Yogini believes it is important for fellow alumni to consider donating to the school that helped prepare them with the skills and knowledge for their careers.

“Giving back to our alma mater is important as it ensures that alumni are continuing to invest in the same university that invested in their growth,” she said. “Whether it be contributing monetarily or through service, knowing that our efforts have a direct impact on the Moore School community is rewarding. When Moore School alumni contribute to our institution, we are providing a legacy for future generations of alumni.”



“Giving back to our alma mater is important as it ensures that alumni are continuing to invest in the same university that invested in their growth.”

- YOGINI INTWALA



WHAT WILL YOUR IMPACT BE?

Your annual gift has immediate impact

Donors who give annually make an immediate impact and help address emerging and high-priority needs. You may make an annual gift to an existing fund, like the Darla Moore School of Business Carolina Fund, which provides unrestricted support for the school's most immediate and critical needs. Or, you may designate your annual gift to a restricted purpose such as a student scholarship.

Your endowed gift has an enduring impact

Donors to endowed funds provide the Moore School with a perpetual source of income. You may contribute to an existing endowment or create a new endowment based on the giving thresholds outlined on the next page.

WHAT DOES IT COST TO CREATE A NEW ENDOWMENT?

Named endowments, including scholarships and fellowships: These funds require minimum gifts ranging from \$25,000 to \$100,000, depending on the purpose of the endowment. Named endowments may support partial scholarships or fellowships for specific academic disciplines or programs, academic and research programs, etc.

Named professorship

An endowed professorship requires a minimum gift of \$500,000 and is used to attract and retain outstanding scholars and teachers.

Distinguished professorship

A distinguished professorship requires a minimum gift of \$1 million. Professorships provide significant resources to recruit and retain promising researchers and educators through salary and/or research support.

Chair

An endowed chair requires a minimum gift of \$1.5 million and represents the highest honor conferred to prominent faculty members. Endowed chairs attract and retain brilliant scholars by providing dedicated resources for innovative research and teaching opportunities as well as partial salary support.

Center

Center endowment minimums vary from \$1 million+ depending upon the discipline and the size and scope of the program.

Academic department

A minimum gift of \$3 million is required to name an academic department.

WAYS TO GIVE

Cash gift

Cash gifts can be made using a check (made payable to the UofSC Business Partnership Foundation) or credit card (donate.sc.edu/direct-your-gift-business).

Matching gift

Many companies have matching gift programs available to employees and retirees. These matches increase the overall impact of a personal gift. Visit matchinggifts.com/sc to learn more.

Stock gift

A contribution of long-term appreciated securities, either publicly traded or from a closely held company, often provides greater tax advantages than a cash gift. You may deduct the current fair market value as a charitable gift and avoid capital gains tax on the appreciation.

IRA rollover

If you are 70 ½ years old or older, consider making a gift of up to \$100,000 from your IRA. Beginning in the year you turn 72, you can use your gift to satisfy all or part of your required minimum distribution (RMD).

Estate gift

Investing in the Moore School through life insurance, a bequest or other estate planning strategies can establish your legacy by supporting initiatives important to you.

To learn more about the many ways to support the Darla Moore School of Business, please contact a member of the development office staff at **803-777-2911** or visit bit.ly/supportmooreschool



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"The Moore School is where I met my husband, built my foundation and gained confidence through a degree in business. By serving on the Business Partnership Foundation Board of Advisors, I feel like it is my job to continue to cultivate business leaders in our community by giving back energy and love to the students and our university. Go Gamecocks!"

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Recognizing our Greatest Assets 2019–2020

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"I like to be with a winner, and the Darla Moore School of Business is certainly that — they're No. 1 in the country for international business at the undergraduate and graduate level. I feel that contributing to the Moore School is a matter of moral obligation, to repay what the university did for me when I first got started in Columbia. I know what a scholarship can mean to a student since I was the beneficiary of one. I want to give the same opportunity to someone else."

- MANUEL GAETÁN,
formerly served on the Business Partnership Foundation's boards and was chairman of the Moore School's International Business Council; he and his wife, Elizabeth ('87 UofSC English) created the Manuel and Elizabeth Gaetán Endowed Scholarship to support Moore School students who have lived or studied in Puerto Rico.

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“We both received an excellent education in international business at the Moore School that prepared us to compete with graduates from top schools. Our careers took us to several countries where we worked in non-English-speaking environments. We donate to the Moore School because we want to enable students to follow their passions and to be given opportunities that prepare them for their business careers. And we hope along the way the students are guided to dream big and explore options that they may not have thought about for themselves.”

- GABRIELE CLARK (’93 finance and management, ’96 MIBS) and **JIM CLARK** (’99 MIBS), long-time donors to the Darla Moore School of Business Carolina Fund, which is an unrestricted and non-endowed fund that enables the school to address the most immediate needs.

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"As graduate school is an extra year of expenses, the Elliott Davis Fellowship has helped alleviate some of the financial burden of my degree. It is incredibly encouraging for me to know that accounting executives believe in me and my future as an accountant. After graduating, I am looking forward to helping support other students."

SOPHIA GERSTENBERGER

Aiken, South Carolina

Master of Accountancy alumna, graduated May 2021

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"I am honored to be a recipient of the M. Berley Kittrell Scholarship, and I am thankful for the financial help it has given me. The award inspires me to continue to learn, grow and positively impact the community around me. Being an IBEA cohort student allows me to study abroad in Germany, Singapore and Brazil. This scholarship helps relieve some of this financial burden of international travel and actually allows me to be more present and active in the Moore School here at UofSC and at each university I attend while abroad."

JULIA SIGNORELLI

Mokena, Illinois

International business, management and
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“I am a military veteran, and I transitioned directly out of the Army to begin my MBA program here at UofSC. My medical discharge was lengthy, difficult and unexpected. I wasn’t certain what to do when it became clear that I could no longer serve, and I had to change to a new career path. Fellowship support helped make my transition out of the Army and into the International MBA program much smoother, and allowed me the opportunity to work to set myself up for a rewarding civilian career. I have accepted a great position at a great company, and much of that was made possible with generous donations. I will remain eternally grateful and will look to pay the kindness forward myself one day.”

CODY YANCEY

International MBA alumnus, graduated May 2021

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"As someone who is responsible for funding my own education, the Charles and Grace Fram Endowed Scholarship has given me the means to stay in the Darla Moore School of Business. Not only has the scholarship taken off some of the financial burden associated with tuition, but it has also shaped me to become a more grateful, motivated student. The Moore School challenges me every day. The incredible professors and students push me to continue to be a lifelong learner, whatever the subject may be."

NICHOLAS PILLO

Cornelius, North Carolina

Finance and real estate student, graduating December 2021

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"This scholarship means the world to me! I am so honored, grateful and thankful to be a recipient. To me, this scholarship means that I am on the right track in life. It serves as motivation to keep going and being my best self. One day, I hope to give scholarships to students and give them the same opportunities that I have received because of mine. This scholarship has allowed me to study abroad in Madrid, Spain, for the spring semester. Studying abroad has been on my bucket list ever since I could remember. The fact that I am here is so exciting, and I am in awe and disbelief every day. Every day is a learning opportunity."

TAYLOR GRIPENTROG

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"It is truly humbling that someone was willing to invest in me without even knowing who I am. It inspires me to work to the best of my ability because it isn't just me who has invested in me anymore. As the youngest of three, it can be hard to not fixate on my family's financial burden of sending all of us to college. Receiving these scholarships has alleviated some of the financial impact for me and my family."

KRISTIN HANSON

Fredericksburg, Virginia

Risk management and insurance and finance alumna,
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"I am very grateful and feel fortunate to have received the M. Berley Kittrell Scholarship; it makes me feel that the hard work I am putting into my studies is paying off, and I hope to finish strong in my last year at the Moore School. This scholarship will allow me the flexibility to focus on furthering my education and prioritizing my studies without having to take on a part-time job while in college to help pay down my student loans."

OLIVIA SPERRY

Richmond, Virginia

Finance and risk management & insurance student, graduating May 2022

M. Berley Kittrell Scholarship

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“The Charles S. Way, Jr. Endowed Scholarship means that there is someone who heard my story and is willing to support me in my education — that is something I’ll forever be grateful for. I often reflect on how I can help my community post-graduation. Once I am financially able to, I hope to give a scholarship of my own one day for students that share the same low-income background I did.”

AILEAN SALINAS

Elloree, South Carolina

Economics and finance student, graduating May 2022

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Kasey Rosenhaus ('10 marketing)
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"This scholarship means a lot to me because it has helped me be able to participate in the IBEA cohort and experience many new things. Meeting with Manuel Gaetán through this scholarship has had a big impact on me, reminding me of the importance of helping those that come after me and leaving a good legacy to others. The Moore School has challenged me to show that I have the work ethic and determination to succeed; classes at the school are not easy, but with the work that I have put in, I am able to succeed."

SEBASTIAN RICARDO ALVARADO NIEVES

Dorado, Puerto Rico

International business, management and finance student, graduating May 2022

Manuel and Elizabeth Gaetán Endowed Scholarship

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Brooks Willet ('05 UofSC mathematics, '07 IMBA)



"I am extremely honored and grateful to have received the Elliott Davis LLC Fellowship after I interned with their tax practice in their Columbia, South Carolina, office. The Elliott Davis LLC Fellowship has allowed me to further my education in accounting and alleviated some of the financial burden associated with graduate school."

MATTHEW DILLON GRECO

Freehold Township, New Jersey

Master of Accountancy alumnus,
graduated May 2021

Elliott Davis, LLC Fellowship

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 Financial Accounting Consultant
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"Every scholarship I have received has meant a lot to me. Because of the pandemic, I lost my job, which really put a financial strain on me. Thanks to these scholarships, I have been able to get by. Before the pandemic, I had a good job that gave a decent wage. I wanted to live off campus, and I could afford it with my pay rate. When the pandemic happened, I lost my job and had to use the money I was saving up. With these scholarships, I was still able to afford my living and educational expenses."

AALIYA WILSON

Sumter, South Carolina

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graduated May 2021

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“Receiving the alumni scholarship was a unique sort of honor since it really drove home to me just how much support I have from the alumni network at the Moore School. It’s one thing to be told by professors that the alumni have your back; it’s a whole different feeling to be supported financially from Moore School alumni. It shows how much other people have gained from this university and has inspired me to want to give back once I graduate. It’s helped relieve some of the financial burden of being an out-of-state student.”

DEANNA COSTAR

Denver, Colorado

Marketing student,
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The Boeing Company
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"The Elliott Davis Fellowship has meant a lot to me to see that I have support in my education. I know it is primarily financial support, but I'm also cognizant of the fact that I'm receiving funds that were donated to help students pursue their passion, and I am very appreciative of that. Being that this is my fifth and final year at the Moore School, the Moore School has challenged me to work to my fullest potential. The faculty have been so supportive along my journey and have helped me to push myself to be an intelligent professional fully prepared to go out into the workforce. I genuinely believe the Moore School has helped shape my career and guided me to be able to have security with a guaranteed job after graduation."

HANNAH SMITH

Summerville, South Carolina

Master of Accountancy alumna,
graduated May 2021

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Collins Aerospace, Raytheon Technologies
Charlotte, NC

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TIAA
Charlotte, NC

Daniel Hawksworth
Global Human Resources Delivery Leader
DuPont
Wilmington, DE

Greg Hays
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Trane Technologies
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Eastman Chemical Company
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Katie Jones
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North Chicago, IL

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Sonepar USA
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Ben Novy
Vice President, Human Resources
EVP Eye Care
Broomfield, CO

Sharon Player
Global Director Human Resources
Honeywell
Clearwater, FL

Andrea Russell ('06 MHR)
Human Resources Director
Eaton Corporation
Galesburg, MI

Greg E. Smith
Senior Director
Frito-Lay North America
Charlotte, NC

Justin C. Steele
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Chevron
Houston, TX

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Lear Corporation
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Keshiv A. Desai ('02 MBA)
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Morgan Stanley
New York, NY

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Positec Tool Corporation
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Distinguished Professor Emeritus
Darla Moore School of Business
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W. Ford Graham ('06 IMBA, UofSC J.D.)
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George R. Jurch ('88 finance, '93 MBA, '93 UofSC J.D.)
General Counsel-The Americas, Global Expert Team
Continental Automotive
Fort Mill, SC

Aldor R. Lancotot
Executive Director, Global Accounts
North America
Lenovo
Fort Worth, TX

Brian Lu ('90 UofSC M.S., '93 MIBS)
Vice President and General Manager of Sales and Marketing, Greater China
Apple Asia
Beijing, China

Chris D. Mangum ('81 economics)
Attorney/Partner
Alston & Bird LLP
Atlanta, GA

Kendall J. Roth ('86 Ph.D. international business)
Senior Associate Dean, International Programs and Partnerships
Darla Moore School of Business
Columbia, SC

Romaine Seguin
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Sonoco Products Company
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Director of Business Insights
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Atlanta, GA

Barry Thompson
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Roger Van Nuis ('84 marketing)
AFL Hyperscale
Director
Seattle, WA

Shade Vaughn
Chief Growth and Communications
Officer
Paul Hastings
New York, NY



"I am grateful for receiving the Charles S. Way, Jr. Endowed Scholarship. This scholarship means a lot to me as it has helped to pay for my college expenses. By not having to worry about financial situations during college, it is a privilege to have, and I am so thankful for all donors. In my time in the Moore School, I have learned to be confident about my opinions and business skills."

ESHA CHAUHAN

Irmo, South Carolina

Operations and supply chain student,
graduating May 2022

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Sonia Wagle ('97 MIBS)
Global Marketing Consultant
Atlanta, GA

Stephen Woodgate
USI Marketing
FedEx
Memphis, TN

Glenn Yarborough ('61 business
administration, '69 M.S.)
President and CEO
WGY and Associates, LLC
Washington, DC

RISK AND UNCERTAINTY MANAGEMENT (RUM) CENTER

Tim Amerson ('87 business
administration)
President and CEO
AgFirst Farm Credit Bank
Columbia, SC

Francis D'Addario
Emeritus Faculty Lead for Strategic
Innovation
Security Executive Council
Seattle, WA

Tamara Flinn
Director of Product Management
Insurance Services Office
Columbia, SC

Marlyss Gage
EVP and Enterprise Chief
Underwriting Officer (retired)
Executive Vice President and Chief
Underwriting Officer
Savannah, GA

Bob Hayes
Managing Director
Security Executive Council
Marietta, GA

Matthew Johnson
('98 accounting, '99 MACC)
Principal and US Americas IT
Audit & Assurance Leader
KPMG
Atlanta, GA

Dave Komendat
Vice President and Chief Security Officer
The Boeing Company
Seattle, WA

Jimmie Lenz ('82 UofSC history)
Principal
The Financial Risk Group
Charlotte, NC

Ed Littleton ('85 accounting)
SVP Risk Management
Balfour Beatty Construction
Dallas, TX

Carlos Mickan ('85 MIBS)
Vice Chairman of the Board and CFO
Pan-American Life Insurance Group
New Orleans, LA

Rob Moran
Chief Financial Officer
AFLAC
Columbia, SC

Heather O'Brien
Content Expert Faculty
Security Executive Council
Charlotte, NC

Ed Stuckrath
Regional Vice President for the
Columbia Region
Auto-Owners Insurance
Columbia, SC

Jed Suddeth ('68 UofSC
economics, '74 MBA)
Managing Director
AssuredPartners NL
Charleston, SC

Chuck Timmons ('72 finance)
President and CEO (retired)
Canal Insurance Company
Greenville, SC

Terrance Williams ('90 insurance
and economics)
Executive Vice President & General
Manager of Allstate Agency Distribution
Allstate
Northbrook, IL

CENTER FOR SALES SUCCESS

Macon Albertson
Hunter Hollis Division Director
Signature Consultants
Charlotte, NC

Allix Anderson
Vice President of Sales
ADP
Charleston, SC

Ryden Bell
Personal Branding Consultant,
Sales Manager
Tom James Company
Charlotte, NC

K.J. Brown ('15 UofSC public relations)
University Recruiting Manager
Signature Consultants
Charlotte, NC

Celine Christenson
Sales Recruiter
Qualtrics
Provo, UT

Meg Anderson Farabow
Vice President of Sales
ADP
Charlotte, NC

Matt Heim
District Marketing Manager
Federated Insurance
Columbia, SC

Madisyn Horton ('19 marketing)
Account Executive
Oracle Netsuite
Austin, TX

Stephen Miller
President
JEAR Logistics, LLC
Mount Pleasant, SC

Mark W. Neumeyer
CEO
JEAR Logistics, LLC
Mount Pleasant, SC

Michael Ronci
Sr. Strategic Planning Manager
Colonial Life
Columbia, SC

Richard Shaffer
Senior Vice President
Colonial Life
Columbia, SC

Casey Simpson
Sales Leader
State Farm
Myrtle Beach, SC

Jeff Stencel
Recruiting Manager
Gartner
Durham, NC

Lindsey Thomason
Manager, North America Campus
Recruiting
Oracle Netsuite
Austin, TX

Devin Washington
('16 management and marketing)
Business Development Manager
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Professional MBA
Ph.D. in Business Administration
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GRADUATE CERTIFICATES

Business Analytics
Enterprise Resource Management
Global Strategy
International Finance

DEVELOPMENT

Marie Berry ('92 political science, '99 MPA)
Assistant Director of Donor Relations
803-777-2911
marie.berry@moore.sc.edu

Elliott Cooper
Director of Development
803-576-6276
elliott.cooper@moore.sc.edu

Melinda Neeley
Administrative Coordinator
803-777-2144
melinda@moore.sc.edu

Mark Richter
Director of Development
803-777-5983
mark.richter@moore.sc.edu

ALUMNI ENGAGEMENT

Mary Ruffin Childs ('80 management)
Senior Director of Alumni Engagement
803-777-0712
maryruffinchilds@moore.sc.edu

Bo Hart ('15 M.Ed.)
Associate Director, Alumni Engagement
803-777-7045
bo.hart@moore.sc.edu

Corey Mikels ('18 marketing)
Assistant Director, Alumni Engagement
803-576-6835
corey.mikels@moore.sc.edu

Susan Wheeler
Director of Alumni Engagement
803-777-4645
susan.wheeler@moore.sc.edu



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