DARLA MOORE SCHOOL OF BUSINESS

IMPACT REPORT 2018

Your philanthropy and involvement changes lives
YOUR IMPACT IN 2017-2018

Faculty Support
$584,789

Student Study Abroad Support
$198,434
Total Moore School Endowment

$154,203,558

Scholarship and Fellowship Support

$1,551,752

Scholarship Recipients

353

Fellowship Recipients

263
Dear friends:

The giving of your time, treasure and talent over the last year has meant the Darla Moore School of Business has enjoyed tremendous growth in academics and research in 2018. Through your generosity, Moore School faculty, staff and students have excelled and gained momentum in many ways:

• The Undergraduate Excellence Initiative is in its third year, and students have shown that when they are asked to step up, they do and will meet those higher expectations. Further, the caliber of new freshmen continues to rise, as reflected in higher SAT scores among incoming freshmen (at an average of 1299 for fall 2018, up from 1218 in fall 2015).

• In fall 2016, undergraduate students started taking four years of undergraduate business courses, including taking statistics in both their freshmen and sophomore years. This year, all sophomores will take a more robust final core statistics course that includes programming in R, working with a virtual data lab to manage data in SQL and learning to present that data graphically in Power BI.

• Alumni engagement has increased significantly, both in time and giving, reflected in more than 100 students being mentored by Moore School alumni over the last year and more than 2,300 gifts being given. Overall, more than 3,000 alumni responded to opportunities to engage. A greater alumni presence on Moore Connect has been pivotal to this increased engagement. If you are not on this platform, please join the more than 2,400 alumni, faculty and staff at mooreconnect.com.

• Executive participation on one of our 10 center boards has grown to more than 150 industry executives. The insights shared by these thought leaders are not only actively strengthening Moore School academics, but they are also better positioning the school to anticipate future needs of both its students and the broader business community.

To learn more about why others like you give and what outcomes can be seen from those gifts, please read on. Continue to stay connected over the next year to see more stories such as these unfold, and look also for more information on programming for the Moore School’s centennial, which will be celebrated over 2019 and into 2020.

Whatever your level of involvement with our great business school is, please accept my sincerest thanks for your investment. Students and graduates of the Moore School appreciate the time you’ve dedicated, the money you’ve invested here, and the experience and knowledge you’ve shared with students.

Best,

Dean Peter Brews
“As Sonoco helps improve the business school, we benefit from students being better prepared to begin contributing immediately when hired. The Moore School is always top of mind when I need talent.”

- Marcy Thompson
Vice President of Marketing and Innovation, Sonoco

A far-reaching Partnership
Sonoco Products Company is a long-time partner and supporter of the Moore School, as evidenced by the naming of the Sonoco Pavilion, the Sonoco Department of International Business and the Sonoco Distinguished Visiting Professorship in International Business.

In addition, many Sonoco executives are engaged with other departments throughout the Moore School. Sonoco works with the Center for Marketing Solutions (CMS) to provide industry perspectives on Moore School curriculum and facilitate student-led projects that provide significant value to the company.

“They’re one of my strongest partners,” said Jeff Rehling, director of the CMS and Moore School professor of marketing. “It’s been a very good partnership.”

Sonoco was one of the CMS’s first corporate partners when it began five years ago, and since then, graduate-level marketing students have worked on five marketing projects for the company. Marcy Thompson, vice president of marketing and innovation for Sonoco, enjoys seeing the excitement of Moore School students as they complete projects and realize the impact of their work.

“These projects require them to draw on learning beyond just classroom experience,” she said. “This helps build students’ leadership skills in collaboration, client/customer management, presenting, selling ideas and project management.”

Sonoco also works with the Operations and Supply Chain Center (OSC). Since the inception of the OCS in 2005, Moore School students have completed more than 15 faculty-driven projects across various divisions of the company through the supply chain capstone course. The company also collaborates with the center to provide an opportunity for Moore School supply chain students to earn a Sonoco-USC Lean Six Sigma Green Belt certification.

“This initiative is the most unique feature of the supply chain program, and Sonoco has been very instrumental in helping us implement it,” said Sanjay Ahire, co-director of the OSC, Moore School professor of operations and supply chain, and ASQ-Certified Six Sigma Master Black Belt. “They have been a tremendous partner for us, and we have provided a substantial value to their operations and supply chain processes. And it is unheard of for a company and an academic program to jointly certify almost 1,000 young college graduates as lean six sigma green belts.”

From working with Moore School students firsthand in these projects, Sonoco has witnessed the outstanding work they do and hired many students after graduation.

“This relationship gives us access to emerging talent,” said Jim Prescott, director of industrial supply chain for Sonoco. “I’m not a USC graduate, but I’ve been very impressed with the top-notch talent we’ve hired out of the Moore School.”

“As Sonoco helps improve the business school, we benefit from students being better prepared to begin contributing immediately when hired,” Thompson said. “The Moore School is always top of mind when I need talent.”

In addition to providing insight on the CMS and OSC boards, Sonoco executives also serve on the Riegel & Emory Human Resources Center, Center for Executive Succession and Folks Center for International Business boards. This deep-rooted partnership provides meaningful value to the students and Sonoco through access to research and top talent.
The natural THING TO DO
Giving can take many forms, but the motivation behind giving is often the same: Carve a path for students to excel in school and in their careers to follow.

Vince Mooney (B.S. ’82, MACC ’83), managing director at Deloitte in Charlotte, is one of the Moore School’s longest consecutive donors, participating in giving in multiple capacities for the last 35 years. And he has no plans of stopping. He served on the Friends of Accounting board for several years and the Board of Advisors for the Business Partnership Foundation for more than 10 years, and he is thrilled to “carry on that legacy” of giving that his predecessors established and “do the same thing for the students that come after me.”

When Mooney arrived at the business school as part of the recently formed professional accounting program, he was one of the first USC alumni scholars and part of the newly minted USC Honors College. This put him on track to earn his bachelor’s and his master’s degrees in five years. A couple of accounting professors served as mentors for him, and he enjoyed the “comradery” between the faculty and students in the new program.

“I felt like the university did an excellent job of preparing me for the work I was going to do,” Mooney said. “I got to participate in several great initiatives going on at the university at that point, so I felt like it was important to support the university so other people can have those same benefits and experiences.”

As an alumni scholar, he had the opportunity to interact with many USC alumni throughout college, so being engaged after graduating “seemed like a very natural thing to do.” Mooney served on the Board of Governors for the USC Alumni Association for more than 10 years.

“It was pretty impressive to see all these alumni staying connected and giving back to the university, so I took that same path when I came out of school,” he said. “When you get into that process early on, it becomes a habit.”
Southern Commercial is a family-owned railroad and roadway construction company that serves clients throughout the Southeast. Since its start in 2008, the company has transformed into a “one-stop shop” for all things construction concerning railroad and roadway jobs.

When you picture the brains and the manpower behind this operation, what comes to mind? Odds are, not the mother and two daughters that run the bulk of the business.

“A lot of times, we had to physically show our faces in order for people to understand that we’re serious,” said Denise DuBose Minemier, one of Southern Commercial’s managing members. “It wasn’t that we were discriminated against. It was that these men are used to working with men.”

Earlier this year, the women of Southern Commercial decided to give back in order to help pave the way for other women in business. Their donation was instrumental in launching the Moore School’s first Women in Leadership Summit in April.

“We want these women to feel empowered and know that there’s equal opportunity across industries.”

- Denise DuBose Minemier

“We want women to have broader prospects,” she said. “It doesn’t matter where you began in life.”

In the years to come, they hope that events such as the summit will reach women of all interests and ages.

“I would love for high schoolers to attend an event like that and say, ‘I can do that,’” said Angela Nelis, division manager of railroads and sister to Minemier.

When asked what motivated them to give, Nelis jokingly said they’re big Gamecock fans. But her mother and sister agreed.

“We love football, we love the sports, but we decided we wanted to be more than just spectators,” DuBose said. “We wanted to be involved,” Minemier emphasized.

“From Left to Right: Susan DuBose, managing member, Angela Nelis, division manager of railroad, Sherita Evans, operations manager for railroad division, and Denise DuBose Minemier, managing member

Being more than a SPECTATOR

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“We want these women to feel empowered and know that there’s equal opportunity across industries.” Minemier said.

Her mother, Susan DuBose, CEO of Southern Commercial Development, emphasized that women should feel like they can do anything they set their minds to.
Giving back to that part of Who You Are

When it came time for Meagan Ignatowicz (B.S. ’12, MACC ’13) to choose a college, USC just made sense: It was a big school with a variety of options that was close to family.

“It was definitely very challenging, but I learned a lot about myself during my time at the Moore School,” she said.

The accounting and finance graduate was undeclared when she started college, but after taking an introductory accounting class, she felt she’d found her calling. She joined Grant Thornton LLP in Charlotte shortly after graduation and has been giving back to the business school ever since.

“I think giving is an incredibly personal decision, and there are many organizations out there that demand our time and resources,” Ignatowicz said, “but as an alumna of the Moore School, I think it’s really important to give back to that part of who I am.”

She continues to give back because she’s stayed involved with the Moore School through recruiting and has seen the impact that gifts such as hers have on faculty and students.

In addition to being a Dean’s Circle Society donor, she is a Friends of Accounting board member and Shuck & Shag committee member.

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- Meagan Ignatowicz (B.S. ’12, MACC ’13)
Giving an International Experience

"Because of the scholarship, I was able to visit the region my mother’s family had to leave behind — a region I had only read about or seen in pictures."

- Hanna Lamm  
  (B.S. ’18)
Studying abroad is a quintessential college experience, one that almost every student wants to participate in. Whether traveling closer to home or going thousands of miles away, there’s something to be learned at every destination. Each year, more than 800 Moore School students travel abroad. All agree the experience is transformative, broadening their perspectives on business and life in general.

Megan Dyer, a senior accounting student, traveled to Germany to study the institutional and competitive environment faced by German firms. Dyer had never even left the East Coast before going on this trip.

“I now have a confidence that I didn’t have before,” she said. “I know that, when faced with new situations, I am capable of figuring things out and adapting to my circumstances. It’s a great feeling.”

She received a scholarship from the Morrisette Family Endowment, a fund set up in 2017 by Bill and Allison Morrisette and their son John (B.S. ‘17) to support study abroad opportunities. John had a life-changing experience when he studied abroad and recommended the money be put toward enabling other Moore School students to have similar experiences.

“I’d encourage everyone to go abroad without knowing anyone because it puts you outside of your comfort zone,” John said.

Hanna Lamm (B.S. ’18) traveled to Dubai and Abu Dhabi to study Islamic economics and financial practices. She has wanted to visit the UAE her whole life because her mother is Lebanese.

“I was so excited when I found out I’d won the scholarship; I immediately called my mom,” she said. “Because of the scholarship, I was able to visit the region my mother’s family had to leave behind — a region I had only read about or seen in pictures.”

“To be able to go across the world to an environment that is completely different from your own culture is an unparalleled experience. It definitely changes you.”

- Hanna Lamm (B.S. ’18)

Her scholarship is one of two set up by W. Grant Johnston (IMBA ’02), who was motivated to establish the study abroad scholarships by the international immersion experiences he had while completing his MBA.

“In the International MBA program, you learn a lot about the people, the languages, the cultures, so the scholarships are a way for me to give back to the institution that gave me those experiences,” he said.

The second Johnston scholarship recipient, Nhon Nguyen, a junior international business, management, and marketing student, traveled to Norway to study the Norwegian culture and business environment. She has always wanted to go to Norway because of its inclusive environment, and through her trip, she realized she wants to one day start her own company based on Norwegian business principles.

“Norway is one of the least corrupt and happiest nations in the world, and it had always been a dream of mine to see it for myself,” Nguyen said.

These are just a few of the students impacted by study abroad scholarships in the last year. Each one, no matter where they go, comes back with new perspectives and business knowledge that will shape the rest of their college experiences and their careers afterward. As Lamm put it, studying abroad truly is a transformative experience.

“Every time you travel anywhere, it changes you in some way,” she said. “To be able to go across the world to an environment that is completely different from your own culture is an unparalleled experience. It definitely changes you.”

Dyer, Lamm and Nguyen agree the life-changing international experience they received through their times studying abroad was only made possible through the generosity of their scholarship donors.
Making it your responsibility to prepare the Next Generation

“When you think about all the ways you can invest your time and resources, this is one that can give back in ways that other kinds of investments can’t.”

- D. Roger Nanney
  (B.S. ’80, MACC ’82)
D. Roger Nanney (B.S. ’80, MACC ’82) transferred to the Moore School after two years at Wofford College because he knew “the University of South Carolina is the place to be” if you want to study business. Over the last few years, the vice chairman at Deloitte LLP has renewed his involvement with the university, raising funds for and establishing the James B. Edwards Fellowship for high-talent graduate accounting students and joining the Business Partnership Foundation (BPF) as a trustee.

“I feel like I owe something back to the university for what I received both in terms of the education and the people who took an interest in me,” he said.

“It’s a world-class university and a world-class business school, and I want to make that more well-known.”

As part of one of the first MACC classes, Nanney had the opportunity to develop close relationships with two of the founders, James (Jim) Edwards and Donald Cramer.

“Jim would give you a little tough love when you needed it,” he said.

Nanney and his classmate Lloyd E. Johnson (B.S. ’80, MACC ’81) created the fellowship in Edwards’ honor to recognize his dedication to the university and his desire to ensure positive academic and life experiences for his students. Since then, other alumni impacted by Edwards have stepped forward with their own commitments to the fund.

“Jim Edwards was key in mentoring me through the process of not only getting an accounting degree, but also thinking about what I wanted to do in my career,” he said. Don Cramer was similarly invested in “engaging the students” and got Nanney his first interview with Touche Ross & Co., which is where he started working right out of college before it merged with Deloitte Haskins & Sells to form Deloitte LLP. Both professors came into his life and made a big university feel small.

“The university gave me a lot more than an education,” he said.

The first James B. Edwards Fellowship recipient, Karey Curtin (B.S. ’18), featured on the cover, is “humbled and incredibly grateful” for the opportunities the fellowship is opening up for her.

“With this fellowship, I was able to commit to attending USC and will soon be able to sit for my CPA,” she said. “I can hardly wait to embark on this adventure that is going to change the whole trajectory of my life. Once I get my CPA, I know the sky is the limit!”

Nanney not only prioritizes raising and giving money where he can, but he also donates his time and expertise. As a BPF trustee, his insight is essential in molding the strategy of the Moore School.

“It’s a privilege to be part of the BPF and be able to help shape the future of the business school,” he said. “If you enjoy your career and the other benefits you’ve had coming out of the university, I think it’s your responsibility to give something back, in time or in finances, to help support the success of this university.”

In addition to the fellowship and being a BPF trustee, Nanney served as a vice chair of USC’s $1 billion Carolina’s Promise fundraising campaign.

“Education is a great investment,” he said. “When you think about all the ways you can invest your time and resources, this is one that can give back in ways that other kinds of investments can’t.”
Dear Friends,

Thank you for your involvement in advancing the Darla Moore School of Business and the USC-Business Partnership Foundation (BPF). This is an exciting time for the BPF and the Moore School as momentum continues to accelerate. It is an honor to lead the BPF forward as we approach our 50th anniversary and the Moore School’s 100th anniversary — both in 2019.

The BPF board diversity is growing by representing broader geographic regions, backgrounds, and experiences. Trustees actively engage with the school and BPF leadership to enhance the Moore School brand. The BPF evolution creates opportunity for an exciting new frontier.

A key area of focus for both the school and BPF is enhancing relationships with alumni and partners to foster engagement in new ways and based on their interests. One example, led by the Offices of Alumni Engagement and Career Management and supported by the BPF, is the Hub Network. This recently expanded initiative connects alumni across the country to strengthen networks, support school programs and develop employment opportunities for student internships and full-time jobs.

Whether your investment in the Moore School is through financial support or volunteering, we are grateful for your ongoing support.

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2018-2019 USC – BUSINESS PARTNERSHIP FOUNDATION
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The Dean’s Circle recognizes individual donors who annually (July 1 – June 30) invest $1,000 or more to support the strategic initiatives of the Darla Moore School of Business.

*Founding Members +BPF Board Members
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<td>Minute Maid Business Unit</td>
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<td>Jay Davis</td>
<td>Director of Budget and Financial Reporting</td>
<td>Darla Moore School of Business</td>
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<td>Todd Durocher</td>
<td>Principal, Advisory</td>
<td>KPMG LLP</td>
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<td>Warren Felkel</td>
<td>Director of Budget and Financial Reporting</td>
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<td>Doug Freeman</td>
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<td>Jacksonville, FL</td>
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<td>Danielle Gleaton</td>
<td>Governance, Risk and Compliance Project Manager</td>
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<td>Kenneth Goins</td>
<td>Chief Financial Officer</td>
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<td>King Harrison III</td>
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<td>Grant Hurd</td>
<td>President</td>
<td>Commercial Leadership Program</td>
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<td>Rachel Broniak Hunter</td>
<td>Tax Manager and Partner</td>
<td>Rodl Langford de Kock, LLP</td>
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<td>Steven Khoury</td>
<td>Senior Financial Analyst</td>
<td>Founders Federal Credit Union</td>
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<td>Trevor Knox</td>
<td>Vice President of Sales and Marketing</td>
<td>Terminix Service, Inc.</td>
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<td>Chris Krieg</td>
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<td>David Looper</td>
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<td>Relationship Manager</td>
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<td>Adrienne Berg Lucas</td>
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<td>Joy Middleton</td>
<td>Managing Director</td>
<td>Nachman Norwood &amp; Parrott</td>
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<td>Richard Novack</td>
<td>President and General Manager</td>
<td>CIGNA HealthCare of Georgia, Inc.</td>
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<td>Ann-Marie Nunziata</td>
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<td>Kacie Payne</td>
<td>Account Supervisor</td>
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<td>Gina Perrotto</td>
<td>Associate Recruiter</td>
<td>Amica Mutual Insurance Company</td>
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<td>Kate Pollard</td>
<td>Senior Auditor</td>
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<td>Justin Runager</td>
<td>Regional Vice President</td>
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<td>Zach Smith</td>
<td>CEO</td>
<td>PartnerMD</td>
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<td>Drew Stevens</td>
<td>Financial Advisor</td>
<td>Northwestern Mutual</td>
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<td>Senior Vice President Marketing</td>
<td>Georgia-Pacific Corporation</td>
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<td>Andrea Tucker</td>
<td>Senior Accountant</td>
<td>Children’s Trust of South Carolina</td>
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<td>James Wolf</td>
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<td>Merrill Lynch Wealth Management</td>
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<td>Glenn Yarborough</td>
<td>President and CEO</td>
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<td>Chris Zimmer</td>
<td>Commercial Credit Leader</td>
<td>BB&amp;T</td>
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<td>Friends of the Accounting Department (FAD)</td>
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<td>Tim Alford</td>
<td>Director of Taxation</td>
<td>Coleman, Ureda, Alford and Kaucher PA</td>
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<td>Hazel Brazell</td>
<td>CPA</td>
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<td>Ray Brown</td>
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<td>Amanda Colgate</td>
<td>Partner</td>
<td>Godshall &amp; Colgate, LLC</td>
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<td>Todd Dailey</td>
<td>Vice Chair</td>
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<td>Mauldin &amp; Jenkins, L.L.C.</td>
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<td>Andy Farmer</td>
<td>Accountant</td>
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<td>West Columbia, SC</td>
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“Since graduating from USC in 2014, I have had the desire to continue my education, although I didn’t feel that it was a possibility due to the immense cost. Through your kind donation, I can finally live my dream of again graduating from USC. I cannot begin to express my gratitude! Thank you!”

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Chick-fil-A  
Atlanta, GA

“The Moore School built the foundation for my confidence that I could thrive in my professional career. Additionally, the network of alumni is strong and proud of our common connection to the school, leading to various forms of meaningful collaboration. There is not a better way to do my part than by doing exactly what others did for me – GIVE BACK!”

- Moe Brown (B.S. ’10)  
Dixon Hughes Goodman LLP
Who **INVESTS** in the Moore School?

Philanthropic support of the Moore School comes in many forms and from many sources. The investors listed on these pages provide significant support for the Moore School’s many life-changing initiatives. Here is a summary of this past year’s investors.

| ALUMNI | 1,578 |
| PARENTS | 197 |
| FRIENDS | 273 |
| ORGANIZATIONS* | 173 |
| FACULTY & STAFF | 66 |
| STUDENTS | 23 |

*corporations, foundations and organizations
Great care has been taken in the preparation of these lists to ensure accuracy. If your name was omitted or listed incorrectly, please accept our sincere apologies. To make a change to your Moore School record before publication of the next Impact Report, please contact Marie Berry at 803.777.2911 or marie.berry@moore.sc.edu.

“Before committing to USC, I decided to attempt to graduate within three years because I did not want to spend the first years of my career worried about paying off student debt. The scholarships I received will allow me to graduate with less debt. The support you provide can make the difference in a student’s mind when deciding where to go, just as your support can also allow a student to stay and complete their degree.”

- Winchester Maurer

Harry and Anna Abramson Memorial Scholarship
George A. Brizzolara, Jr. Scholarship
Regions Bank of South Carolina Scholarship
Finance and risk management and insurance student, graduating May 2019
What will your **Impact** be?

**NOW...**
Your investment in the Darla Moore School of Business Carolina Fund provides an immediate impact by funding undergraduate student scholarships and graduate student fellowships, student study abroad, experiential learning opportunities, faculty research and teaching, student career recruiting events, and other strategic initiatives.

Collectively, your gifts — of any amount and designation — are significant!

**NOW AND IN THE FUTURE...**
In addition to providing current support, donors may also make a lasting impact on the future of the Darla Moore School of Business through an endowed gift. An endowed fund is held in perpetuity (forever), with the investment earnings from the fund made available (at least in part) to spend in support of the endowment’s purpose. Endowments may be funded over a multi-year time frame.

**WAYS TO GIVE**
- **Cash Gift** (check, credit card)
- **Matching Gift** — Many companies have matching gift programs available to employees and retirees. These matches increase the overall impact of a personal gift. Visit [www.matchinggifts.com/sc](http://www.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 gift of cash. You may deduct the current fair
market value as a charitable gift and avoid capital gains tax on the appreciation.

• **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.

**WHAT DOES IT COST TO CREATE AN ENDOWMENT?**

• **Named Endowment, 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 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/Institute** — Center or institute 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.

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; [http://bit.ly/supportdmsb](http://bit.ly/supportdmsb)
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