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The Dashboard

Goodfriend School of Business

April 2024



Mr. Larry Pratt Delivers Eleventh Goodfriend Lecture



Ethics, Integrity, and Leadership

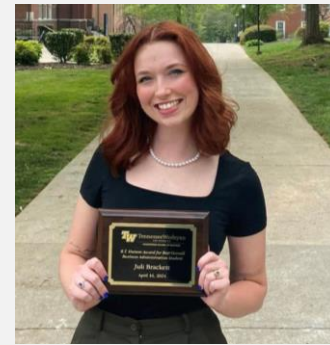
Mr. Larry Pratt presented the eleventh annual Dr. Morris D. Goodfriend Lecture on April 11, 2024, in the Colloms Campus Center. An Athens native, TWU alumnus, and Vietnam War veteran, Larry is CEO of First Savings Mortgage Corporation in Washington, D.C.

After sharing memories about his childhood friendship with Dr. Robert Goodfriend, Larry revealed that he attended Tennessee Wesleyan one semester, together with his brother, and their father sang in the university's community glee club.

Under the title "Ethics, Integrity, and Leadership," Larry defined each and discussed how acting with integrity inspires leadership, unity, and a creative spirit that leads to successful business outcomes.

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Juli Brackett is B.T. Hutson Best Overall Business Student



Juli Brackett was the recipient of the prestigious 2024 B.T. Hutson Best Overall Business Administration Student Award, the top academic award bestowed by the faculty of the Goodfriend School of Business.

A graduating senior from Madisonville, Tennessee, Juli will be receiving a Bachelor of Science in Business Administration with a double-emphasis in Marketing and Digital Marketing. She is also a student in the university's MBA 4+1 program.

After graduation, Juli plans to continue her studies at TWU with a Master of Business Administration and a Master of Science in Business Analytics, both with a concentration in Marketing. She will continue her current job as Director of HR and Marketing at Sloan's Hardware.

See more student awards on page 4 →

What an inspirational speaker! I am still hearing comments from students and the community on what an outstanding lecture he presented. One cannot help but admire his management style and the way he leads his employees. We were very fortunate to have him as a speaker for the Goodfriend Lecture Series and what a special connection he shares with the Goodfriend family.— Dr. Martha Maddox, Associate Dean for the Goodfriend School of Business

Mr. Larry Pratt Delivers Eleventh Goodfriend Lecture (cont.)

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Larry shared his viewpoints on the five primary deliverables of integrity:

1. Fairness
2. Honesty
3. Loyalty
4. Respect
5. Truth



For the students in the crowd, Larry divided his remarks into “My Story” and “Your Story.”

My Story:

After graduating from East Tennessee State University, Larry worked for a financial institution in Athens before progressing through multiple mortgage industry jobs in Nashville, Atlanta, and Florida. He shared with students the lessons learned - some positive and some negative - about integrity in these earlier positions. Witnessing his supervisors treat other employees poorly helped form his ethical approach to treating others with respect.

Eventually, Larry settled in Washington, DC to launch the First Savings Mortgage Corporation in 1989. First Savings Mortgage Corporation is now the largest private mortgage lender in the D.C. area, with more than 150 employees and \$50 billion in closed loans. He is a Certified Mortgage Banker, the industry's highest designation.



Your Story:

- Find your passion. Don't look for the money, look for the passion.
- Find mentors to give you direction. Larry fondly discussed his mentor, the late Harold "Prof" Powers, a former mayor of Athens and an alumnus of TWU. Larry observed how well Powers connected with people, and he emulated these positive behaviors throughout his mortgage lending career.
- Learn about your competition.
- Learn how to motivate employees to succeed. Larry discussed various compensation strategies for recognizing top performers. He also shared his experiences with terminating an employee, when absolutely necessary, and how to do so with ethics and integrity.
- Periodically conduct a self-evaluation throughout your life.
- Choose your meeting times wisely. He recommended avoiding Mondays, publishing your agenda in advance, and cutting your planned meeting time by one-third.
- Respect towards others is critical. As an example, Larry discussed his ongoing relationship with former UT Volunteer quarterback and Superbowl champion Peyton Manning, and how Manning is genuinely kind to autograph or photo seekers.
- Make eye contact with those you meet, provide a firm handshake, and always state your name.

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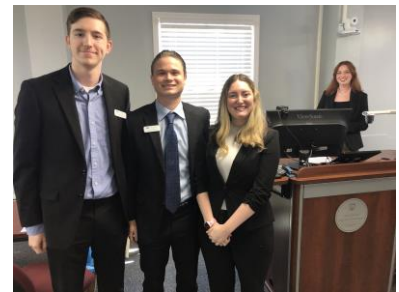
Business Advisory Council Advises Bulldog Investment Club

Members of the GSOB Business Advisory Council (BAC) and guests in the financial industry convened on April 18 in a joint session with the student-led Bulldog Investment Club (BIC). BAC members are leaders and decision-makers in area organization that provide advice and counsel to GSOB faculty and students regarding current trends in labor and consumer markets. The perspectives of BAC members is invaluable to advancing the academic programs of the GSOB.



BIC members presented a Stock Pitch to those in attendance and sought feedback on their recommendations. After several BAC groups and others met with students in break-out sessions, the Stock Pitch findings were voted on by the BIC members.

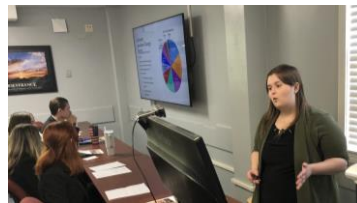
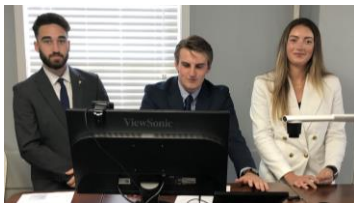
Incoming BIC officers for the 2024-2025 were announced by outgoing president Juli Brackett as follows: President Edward Hall, Vice President Jackson Gregg, and Secretary-Treasurer Aubrey Bolinger. →



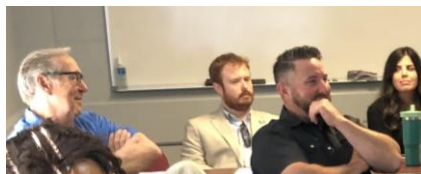
← TWU President Dr. Tyler Forrest provided an update on fundraising efforts underway to grow the BIC endowment.



Mr. Sandy Maddox, BIC Faculty Sponsor, and Dr. Martha Maddox, Associate Dean, presented outgoing president and graduating senior Juli Brackett with a gift and thanked her for her excellent leadership. →



BIC is a student-led investment management club in which students learn sound investment practices. The organization launched in January 2020 following a generous contribution by Ric and BJ Galberaith. BIC meets on the first and third Tuesdays of each month at noon in the Ginny Elliott Financial Services Center (Elliott 305). Faculty sponsors are Mr. Sandy Maddox and Dr. Kennedy Amofa. Membership in BIC can earn 1 hour of academic credit.



Goodfriend School of Business Award Winners

Dr. Martha Maddox, Associate Dean, Ms. Anne Montgomery, Chair, and faculty of the Goodfriend School of Business recognized several students for academic excellence during the TWU Honors Convocation on April 16.



Pictured with 2024 B.T. Hutson award winner Juli Brackett is Business Advisory Council member and TWU alumnus Perry Philpott.

The late B.T. Hutson, a beloved Professor of Business, is the grandfather of Perry's wife Sarah.



Business Administration Award in Memory of Dr. Dan Fisher

Recipient: Olivia Sargla
Emphases: Marketing and Digital Marketing with a minor in Entrepreneurship
Hometown: Cambridge, Ontario, Canada.
Pictured with Olivia is Mrs. Gayle Fisher, widow of Dr. Fisher.



Business Administration Award in Honor of Valerie Carter Tipps

Recipient: Kaylee Brady
Emphases: Marketing and Digital Marketing with a minor in Entrepreneurship
Hometown: Athens



Business Administration Award in Memory of Allen H. Carter

Recipient: Nathan Crisp
Emphases: Accounting
Hometown: Etowah

More student awards next page →

Mr. Larry Pratt Delivers Eleventh Goodfriend Lecture (cont.)

← *Continued from page 2*

- Try not to overreact to business situations. To the delight of those present, Larry encouraged the students in attendance to “Do the Cobra.” When one “does the cobra,” they do not act too quickly but first receives and interprets all of the available information, then they “strike” or take action.



Larry's philanthropic work has included the McMinn County Cherokee Performance Center and the Harold “Prof” Powers scholarship for eligible students from McMinn County wishing to attend the University of Tennessee. He has contributed to several other initiatives supporting the University of Tennessee, including the Pratt Pavilion basketball facility and the Larry Pratt locker room.

Larry has two adult children and four grandchildren, and divides his time between McLean, Virginia, and Miami, Florida.



Goodfriend School of Business Award Winners (cont.)

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Finance Award

Recipient: Cristina Escrig
Emphases: Finance,
Accounting, and General
Management
Hometown: Valencia, Spain

Pictured with Olivia is
Assistant Professor Sandy
Maddox



Human Resource Management Award

Recipient: Brad Dunkle
Emphases: Human Resources and
General Management
Hometown: Englewood

Pictured with Brad is Assistant
Professor Julianne Hale.



Marketing Award

Recipient: Astrid Staksrud
Emphasis: Marketing
Hometown: Buenos Aries,
Argentina



Management Award

Recipient: Ethan Broyles
Emphases: Management,
Marketing, and Accounting
Hometown: Sweetwater

More awards next page →



Digital Marketing Award

Recipient: Pedro de Moraes
Emphasis: Digital Marketing,
Marketing, and International
Business.
Hometown: Sao Jose dos
Campos, Brazil



Accounting Award

Recipient: Kobe Walker
Emphases: Accounting, Marketing,
and Digital Marketing
Hometown: Tellico Plains



Aspiring Accountant Award

Recipient: Natasha Boileau
Emphases: Accounting and
Human Resource
Management
Hometown: Kingston

Maddox, Swafford and Montgomery Receive Curriculum Leadership Award

Dr. Martha Maddox, Dr. Stacy Swafford, and Ms. Anne Montgomery received the Curriculum Leadership Award from Dr. Grant Willhite, Vice President of Academic Affairs, at the Honors Day convocation on April 16.

The three leaders collaborated with other Goodfriend School of business faculty to design and implement four graduate programs in the Executive format:

- Executive Master of Business Administration
- Executive Master of Science in Business Analytics
- Executive Master of Science in Project Management
- Executive Master of Science in Strategic Management



The new Executive format has attracted more than 80 new students to the GSOB.

Juanita Lewis Speaks to Project Management Class

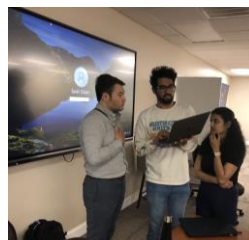
Dr. Kennedy Amofa's Project Management class enjoyed a guest lecture from Mrs. Juanita Lewis. Mrs. Lewis, a native of Athens, has over 20 years of experience in the project management field and shared her expertise with GSOB students. The students were very much engaged in the presentation as she shared her project management experiences in banking, utilities, and the airline industries. Mrs. Lewis is an adjunct professor in the Master of Science in Project Management degree program.



Residency Weekend for Executive MS in Business Analytics



Ms. Sarah Gilbert and her husband Travis Moyer taught *BUS 552 Business Intelligence and Communication*, a core course in the GSOB Executive Master of Science in Business Analytics program. During the intensive three-day practicum at the TWU Knoxville campus, students received instruction in business forecasting and hands-on practice using the predictive R programming language. In addition to serving as adjunct instructors, the couple are both employed in the aerospace industry in Denver, Colorado. Sarah is the daughter of Dr. Dan Gilbert, Professor of Business Administration.



Jason Waters Presents to Bulldog Investment Club

Submitted by Jackson Gregg, Vice President

Mr. Jason Waters, Chief Investment Officer for Simmons Bank, presented the workshop “Walking the Tightrope” to the Bulldog Investment Club April 17 in the Colloms Campus Center. Mr. Waters began his presentation by talking about how the FED has been walking along a tightrope fighting against both inflation and a potential recession with hopes of easing the economy into a soft landing. While keeping both of these elements of the economy at bay the United States has managed to keep unemployment low along with bring down inflation per Mr. Waters's presentation.



A few other key points Mr. Waters touched on were Interest rates and how they have moved rapidly in the past few years. He also spoke about equities and U.S. Treasury bills as well as the U.S. debt and U.S. deficit. Lastly, Mr. Waters spoke about the growth of the United States Economy since Covid19. The S&P 500 has doubled since Covid19 when it was at its lowest of 2,500 and now has recently reached 5,000 and beyond. Mr. Waters made sure to bring attention to the Magnificent Seven of the S&P 500 which have been the forerunners in growth of the S&P 500. The Magnificent Seven includes Apple, Nvidia, Tesla, Google, Microsoft, Amazon, and Meta. To end Mr. Waters's presentation, he mentioned the undervalued global markets and how there is an opportunity to invest there.

Dr. Lynnette Smith Speaks at NEST Event

Submitted by Mary Maddox, LITE House Program Director

Empowering Small Businesses

Dr. Lynnette Smith brought over 26 years of HR expertise to The NEST event at The LITE House on March 27, focusing on Human Resource Management (HRM) strategies tailored for small businesses. She emphasized the vital link between employee happiness and retention, stressing the necessity of creating a positive work environment. Practical strategies such as flexible work arrangements and continuous training were highlighted to enhance employee satisfaction and loyalty.



Transparent leadership and effective communication emerged as key elements in fostering trust and cohesion within teams, according to Dr. Smith. These strategies not only empower employees but also instill a sense of ownership and accountability. The event served as a vibrant platform for networking and collaboration, enabling attendees to share insights and best practices while engaging with Dr. Smith.

In today's competitive landscape, small businesses face challenges in retaining top talent. Dr. Smith's insights underscored the importance of prioritizing employee well-being and professional growth. By embracing these principles and cultivating a culture of excellence, organizations can navigate HR challenges with confidence, driving long-term success and sustainability.



The NEST event at The LITE House was not just an informative session but also a vibrant platform for networking and collaboration. Attendees had the opportunity to engage with Dr. Smith and each other, sharing insights, challenges, and best practices. The event served as a catalyst for learning and growth, empowering small businesses to navigate the complexities of HRM with confidence and clarity.

GSOB Students Participate in 10th Annual International Day



Travel Abroad with Dr. Maddox and the Goodfriend School of Business Switzerland, Germany, Austria, and Hungary - May 2025

Students – Sign Up for Bulldog Connection Funds

Join Us For An Adventure!

SWITZERLAND GERMANY

HUNGARY AUSTRIA

May 2025

<p>USE YOUR BULLDOG CONNECTION</p> <p>Sign up for the Bulldog Connection this year, contribute \$500 before June 30, and TWU will match it! Then sign up in the fall, contribute \$500 and TWU will match that amount!</p>	<p>11 DAYS/ 10 NIGHTS \$4517</p>	<p>PACKAGE INCLUDES:</p> <ul style="list-style-type: none"> • Round Trip Airfare • 10 overnight stays in hotels • Full European breakfast daily • Dinner daily • Full-time services of a professional tour director • Guided sightseeing tours and city walks • Visits to select attractions
<p>FOR INFORMATION CONTACT:</p> <p>mmaddox@tnwesleyan.edu</p>	<p>Want to Sign Up?</p> <p>Explorica.com/Maddox5774</p>	

www.explorica.com/Maddox-5774



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