

SOUTHERN NEWS

NEWS FOR ALUMNI AND FRIENDS OF FLORIDA SOUTHERN COLLEGE



A SOUTHERNNEWS SPECIAL EDITION:
A SALUTE TO BUSINESS

SOUTHERNNEWS

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a letter

FROM THE PRESIDENT

A Transformational Year for the School of Business and Economics

Since its founding, Florida Southern College has had the important mission of preparing students through excellent academic programs to make a positive and consequential impact on society. As we witness severe economic crises unfolding throughout the world, we realize that our mission is more vital than ever, because this generation of students will be our future leaders. Our nation's dominant position in the world economy will depend in many ways upon the quality of the education that American college students receive, and I assure you that Florida Southern College faculty are dedicated and expertly prepared to deliver the highest level of educational excellence in each of our 50 majors.

Since 1940, various programs in business have comprised the largest field of study at FSC. Of the 26,000 FSC alumni, approximately 25% hold a degree in business. We are proud of the impact that our alumni have had on many businesses throughout the world since our founding 126 years ago, and we remain proud of the prestigious positions and professional contributions that FSC alumni make each and every day in many business endeavors.

Now Florida Southern College has the opportunity to build upon our impressive history of business education and ascend to the next level of excellence through the improvements anticipated in our new Barney Barnett School of Business and Economics. Many of the nation's finest colleges and universities have named schools of business, such as the Goizueta Business School at Emory University, the Fuqua School of Business at Duke University, and the Samuel Curtis Johnson Graduate School of Management at Cornell University. It is a defining attribute of a highly ranked business program that reflects a donor's vision and investment to achieve the highest quality education.

The forthcoming William and Mary Ann Becker Business Building, designed by the world-renowned architect Robert A.M. Stern, will provide a magnificent environment for our business students. In this facility, FSC students will receive the preparation necessary to enable them to be the business leaders of the future in this global society. This structure is also intended to serve as a standard for other colleges and universities for a state-of-the-art learning environment for business.

Florida Southern College has a strong tradition of admired business faculty, people such as Professors Louise Templeton, Jeff Wiley, Wendell Hulcher, Walter Coleman, and Joan Buccino. We have continued that tradition, assembling a faculty of fifteen dynamic teachers who are committed to upholding that standard of excellence.

Through their efforts, with the support of alumni and friends, Florida Southern will send out graduates prepared to address the critical business issues of our time. This is one of the most important parts of our mission, and we are proud to do our part to provide the next generation of business leaders.

I also hope you will especially enjoy the stories about our alumni, Carol and Barney Barnett and Bill Becker and his wife, Mary Ann, who are investing in the next level of excellence in business education at your alma mater.

Sincerely,

A handwritten signature in red ink that reads "Anne Kerr".

Anne B. Kerr, Ph.D.
President



Business Special 2011

Florida Southern College Means *Business* page 2 The new Barney Barnett School of Business & Economics



Carol Jenkins Barnett '79 (above) and Barney Barnett '65 (right) continue their tradition of generous support for Florida Southern.



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On the Cover



This special edition of the Southernnews is devoted to the fast-paced changes in FSC's business school and how its influence is spreading globally.



Coming in the Winter 2011 *Southernnews*:

- Improved Campus Ministry center
- Sixty years of ROTC at FSC



Florida Southern College Means *Business*

The new Barney Barnett School of Business & Economics is poised for academic excellence, premier status



Barney '65 and Carol Jenkins Barnett '79



As birthday surprises go, Carol Jenkins Barnett '79 came up with a very big one indeed for her husband Barney's 68th birthday.

Demonstrating her affection and her deep commitment to Florida Southern College, Carol Barnett gave an extraordinary gift to the school in her husband's honor. Her generosity established the College's first named academic school: the Barney Barnett School of Business & Economics. FSC's business program will now carry the name of Barney Barnett '65, vice chairman of Publix Super Markets and one of America's most recognized, successful businessmen.

Announced at an April 28 press conference, the naming gift, coupled with an exceptional financial contribution, will secure the future excellence of FSC's business program for generations to come, said a grateful FSC President Anne Kerr.

"The creation of the Barney Barnett School of Business & Economics is an historic milestone in the continuing, upward trajectory of Florida Southern College," she said at the press conference in front of the College's historic Water Dome.

"A hallmark of the greatest institutions of higher education is a named school in a discipline, such as business, nursing, education, medicine, and law. A named school reflects the passion for education and significant investment of a benefactor who contributes funding so that the highest educational standards can be achieved for students studying in that field," Kerr said.

Echoing Dr. Kerr's pronouncement, Richard Fulton '70, vice chairman of the Florida Southern Board of Trustees, observed that with this gift Florida Southern "will quickly become a national leader in dynamic, innovative business studies."

Barnetts Known for Their Generosity

FSC friends agree that the School could not be named after a more successful or highly respected businessman than Barney Barnett.

In 1969, Barney began his career at Publix Super Markets as an internal auditor, and by 1977 he was promoted to Controller. In 1986, he was named Vice-president of Administration, and in 1988 he became Publix's Executive Vice-president. Since 1988 he has served on the Executive Committee of Publix Super Markets, and in 1998 he was named Vice Chairman, a position he still

holds today. Additionally, in 1990 Barney Barnett was named vice-president of Publix Super Markets Charities.

Publix was founded in 1930 in Winter Haven by Carol Jenkins Barnett's father, the late George W. Jenkins. It has grown steadily to become one of the ten largest-volume supermarket chains in the United States, with retail sales of \$25.1 billion in 2010. It is also the largest employee-owned supermarket chain; its 149,000 employees in more than 1,000 stores in five states have a direct stake in the success of the company through stock ownership.

The Barnetts are widely recognized for their civic leadership and philanthropy. Barney has served on dozens of boards and committees throughout the years whose sole mission is to improve the lives of others.

Carol Jenkins Barnett holds a business degree from FSC and now serves as president of the corporation's philanthropic foundation, Publix Super Markets Charities, Inc. Together, Carol and Barney Barnett have made transformational contributions to Florida Southern College that have supported athletic programs and facilities, new residence hall construction, campus-wide capital improvements, the Festival of Fine Arts, academic scholarships, and much more.

"I am thrilled to be able to make this gift in lasting tribute to Barney for all he has meant to this community and to benefit an institution, Florida Southern College, that is so special to us both," said Carol Barnett. "Barney is passionate about business and making sure businesses are successful. I can think of no more fitting way to ensure his legacy than through establishing a business school at our beloved alma mater that bears his name."

Dr. Barnett added, "I am deeply grateful to the family of Publix associates, past and present, whose tireless work has helped to make this gift possible."

Committed, visionary alumni make the difference

The Barney Barnett School of Business & Economics will build on the strength of the College's flagship business program to educate future generations of business leaders and entrepreneurs at the highest standard through state-of-the-art technologies, real-world business opportunities, and world-class instruction both at the undergraduate and graduate levels.

The Barnett School at FSC, including the five academic institutes of Global Management, Leadership, Sports Management, Accounting, Healthcare Management, and Supply Chain, will eventually be housed in the forthcoming Becker Business & Economics Building and the Graduate and Executive Business Building. *(See related article on page 4.)*

The College's most popular major is business, which reflects the quality of the curriculum, faculty, and students' professional goals. Live case studies, corporate projects, exceptional internships, one-of-a-kind study abroad experiences, and real-life networking opportunities define the institution's



President Kerr with Business Faculty - Front (L-R): Lisa Berardicutti (Admin. Asst.); Nick Nugent; Pete Bias; Cindy Hardin; President Kerr; Lynn Clements; William Rhey (Dean of the Barney Barnett School of Business & Economics), Back Row (L-R): Mike Tracy; Mike Knudstrup; Larry Ross; John Stancil; Craig Bythewood; Carl Brown; Will Quilliam.

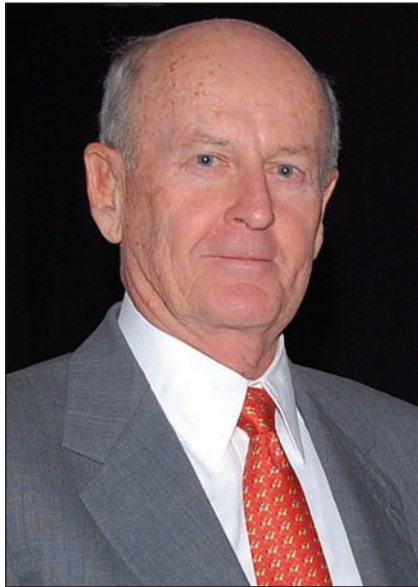
excellence and attract students from all over the world.

At FSC, business students learn by doing in a variety of ways that prepare them to make immediate contributions to their employers upon graduation. Students are taught to focus on achievement, service, and leadership so that they will be prepared to lead and succeed in the ever-changing global marketplace.

The 2010-2011 school year will be remembered as a leap forward for the business program. Thanks to FSC's generous and visionary alumni and supporters, many of whom are themselves exceptional business leaders, the Barnett School is now poised to become one of the premier business institutions in the southeastern United States.

"This is an exciting time for our students," remarked Dr. Bill Rhey, dean of the Barnett School. "We are incredibly grateful to Carol and Barney Barnett, Mary Ann and William Becker, and the Rogers Family Foundation, as well as so many others, for ensuring that our students will receive the best education possible, for decades to come."

In one of the most poignant moments of the press conference, FSC business major and incoming Student Government Association president M.G. Matarazzo '12, speaking on behalf of the College's business students, declared to Barney Barnett that FSC business graduates "will forever carry your name on our résumés and in our hearts."



R. William "Bill" Becker '65

Alumnus Bill Becker Donates \$5 Million for New Business School Building

In a profound demonstration of support for his alma mater, Florida Southern College alumnus R. William "Bill" Becker '65 and his wife, Mary Ann, of Vero Beach, Florida, committed a remarkable \$5 million gift to name a new, state-of-the-art building to house the College's business programs. FSC President Anne Kerr announced the Beckers' gift to students, alumni, and faculty during the College's annual Founders Day Convocation on March 18.

Dr. Bill Becker is a highly successful business entrepreneur who recognizes the need to educate the next generation of business and organizational leaders. As president and owner of Peace River Citrus Products, Inc., Dr. Becker founded and led one of America's preeminent citrus businesses to the pinnacle of success. He served as an integral member and five-term chairman of the Florida Citrus Commission, an organization dedicated to overall enhancement of the citrus industry, and also served as former president of both the Florida Citrus Processors' Association and the National Juice Products Association. He and Mary Ann have seven children.

For his community, business, and leadership accomplishments, Dr. Becker was awarded an honorary Doctor of Business degree this year from Florida Southern College.

Since business is the largest major at Florida Southern College, Dr. Kerr

said the new facility is needed to ensure students receive the "highest caliber" education possible. She also said that Dr. Becker's work ethic, integrity, and impressive success are a great example of achievement for all students and that his legacy will be well honored through this exceptional naming gift.

"This new building will be a one-of-a-kind, state-of-the-art facility. It will provide our students access to the latest in technology and will move our plans forward as the FSC business school becomes one of the best in the region, and eventually, in the country," said Kerr. "I am more grateful than I can adequately express for the transformational gift offered by Bill and Mary Ann Becker. It is an honor to have this building named for a man who exemplifies the College's values of integrity, excellence, and success."

Among other amenities, the new facility will feature a simulated trading floor, a video conferencing center, an auditorium, high-tech classrooms, a computer lab, and career placement and academic advising centers. These parts of the facility may be named for other exceptional donors to the business program at FSC.

The R. William and Mary Ann Becker Business & Economics Building is in its earliest phase of planning. The structure will cost approximately \$20 million to construct and is being designed by Robert A.M. Stern, dean of

the Yale School of Architecture and one of the world's most renowned architects. This will be the fourth Stern-designed structure at Florida Southern and will be stylistically integrated with Frank Lloyd Wright's "Child of the Sun" campus, the largest single-site collection of Wright-designed architecture in the world.

A graduate school and executive training facility will eventually be added to complement this initial building project. Both business buildings are slated for construction along the shore of beautiful Lake Hollingsworth.

Trustee Dan Richey '80 added, "Bill Becker is a shining example of what is best about Florida Southern College. He has a strong connection to family, community, and his alma mater. For his support of FSC and his dedication to excellence in business education, Bill Becker will be greatly appreciated by our campus community for decades to come."

Nicole Feliciano, a junior majoring in business administration, spoke for the College's business students.

"Their gift will provide exceptionally powerful resources for current and future students and we are very grateful," she said.

Among other amenities, the new facility will feature a simulated trading floor, a video conferencing center, an auditorium, high-tech classrooms, a computer lab, and career placement and academic advising centers. These parts of the facility may be named for other exceptional donors to the business program at FSC.

2011-12 Business Scholarships



Laura Hawley '83

The following scholarships were presented at the annual Barney Barnett School of Business & Economics Awards

Ceremony held at the Lakeland Yacht & Country Club on April 20, 2011. Laura Hawley '83, Chairman of the Executive Committee of Allen & Company, gave the keynote address.

Association of Certified Fraud Examiners Scholarship

Kaylynn Brewer

Allen & Company Scholarship

Clive Curry

Anheuser-Busch Scholarship

Maria Camila Florez

Bank of America Scholarship

Eric Merrell

Katherine Onk

Crowe Horwarth Scholarship in Accounting

Tyrone Wright

Scott S. Duda '81 Memorial Scholarship

Zack Berkey

Chris Thibodeau

Emily Grayson

Stephanie Rounds

Enterprise Rent-a-Car Scholarship

Espen Urdahl

Branden Weber

Denis L. Fontaine Scholarship

Veronica Kavacikov

Meger Schamisseddine

Betty & Jack Grady Scholarship

Mary Baltimore

Andrew Sudduth

Continued on page 7

The Rogers Family Foundation Continues Its Long Tradition of Business School Support

Sustaining its decades-long tradition of supporting business education at Florida Southern College, the Rogers Family Foundation of Tavares, Fla., has committed \$500,000 to name the simulated trading floor in the new R. William and Mary Ann Becker Business & Economics Building.

“For many years, The Rogers Family Foundation has been a key partner in advancing Florida Southern’s business program, providing vital support for important projects that have enhanced greatly our business education offerings,” said FSC President Anne Kerr.

The trading floor is a laboratory in which students will learn about how to devise investment strategies. Large digital screens will display the latest financial news and information from Bloomberg, CNN Financial and other sources. There will be stations with additional screens and computers at which up to 25 students will monitor data and conduct research.

Dr. Bill Rhey, Dean of the Barney Barnett School of Business & Economics, explained that students will be trained using special Bloomberg financial software to conduct industry and corporate analysis just as Wall Street traders do. The trading floor also will be utilized in the business school’s capstone management strategy courses, Dr. Rhey said. The Bloomberg software will enable

students to conduct analyses, giving deep background and precise insight into strategic management problems.

“The trading floor is an important part of the Becker Building and will allow FSC students to experience the trading environment as part of their undergraduate education,” said Dr. Rhey. “Our College community is deeply grateful to the Foundation for investing in this marvelous educational opportunity for the students and faculty at Florida Southern College.”

The Rogers Family Foundation honors the memory of long-time College trustee and board chairman J. Carlisle Rogers, his wife Ruth, and their son James C. Rogers, Jr. Among the College’s most loyal benefactors, the Rogers’ contributed the naming gift for the J. Carlisle Rogers Business Building, current home of the business school, which was dedicated in 1984. Their late son, James, was a 1969 graduate of Florida Southern College. The outstanding male senior award is named in his memory.

Under the leadership of Foundation president and Florida Southern College alumnus William H. Cauthen '68, attorney and partner with the Tavares law firm of Cauthen & Feldman, PA, the Rogers Family Foundation has continued to make generous annual contributions to support the College’s business program.

“This most recent donation is a continuation of the Rogers family’s belief in supporting business education, and a demonstration of the love they had for the College,” said Mr. Cauthen.

The newly named Barnett School will remain in the J. Carlisle Rogers Building until the Becker Business & Economics Building is completed. The Rogers Building will continue to house important academic programs in the Social Sciences when the business programs move to the Becker Building in 2014.

Reflecting on the importance of the Foundation’s gift, Dr. Kerr noted, “It is a major advantage to have the Rogers Family Foundation as an ongoing supporter since this new facility will provide the home for the next era of excellent business education at Florida Southern.”



Bold New MBA Program Completes Its First Year by Exceeding Expectations

A unique and innovative approach to graduate-level business education, begun last fall at Florida Southern College, is off to a successful start. The new MBA program in the Barney Barnett School of Business & Economics has seen enrollment almost double as it entered its second year this fall.

“It has exceeded expectations of both students and faculty,” said Dr. Larry Ross, who was the coordinator of FSC’s MBA program for more than 12 years.

The new degree program condenses the amount of time needed to complete the MBA, expands the base of eligible students and fosters cohesiveness among the students by placing them in “cohorts,” meaning they are admitted together, move through the curriculum together and graduate together. At the time it was implemented, no other MBA program in the country was using a 16-month, cohort-driven model, said Dr. Ross.

The new MBA is a radical departure from the way the College had structured its graduate business program in the past. Like many schools, FSC’s program was aimed at part-time students, mostly working professionals who, by enrolling in one or two classes per semester, would spend from two to four years to complete their degree. That model worked well for years after it was implemented in the 1970s, but a few years ago, Dr. Ross and the business faculty began to evaluate the program in order to better prepare MBA students for the increasingly competitive global marketplace.

“We’ve seen a half-dozen competitors spring up in our backyard. The competition was growing faster, and our enrollment trend was down,” Dr. Ross said.

After spending about two years studying the data and looking at trends nationwide, Dr. Ross and the administration made some bold recommendations. A key discovery was that students were younger and in more of a hurry to finish. The new curriculum enhances the program by accelerating it, shifting from part-time to full-time students who would graduate in 16 months.

“We decided to step out of the part-time market,” Dr. Ross said.

At the same time, the College shifted its approach about admissions. Under the old model, students without business degrees were either turned away or had to spend several semesters taking basic business classes before they could enroll in graduate-level courses.



The 2011-12 MBA Cohort

The new model makes it easier for students with non-business undergraduate degrees to enroll in the program and get started. They are given two crash courses in August, before the regular classes start, that cover the basics of finance, accounting, economics and statistical methods. Over the course of the first semester, students then must demonstrate their competence in those fields by passing four exams.

The first cohort, which began classes in August 2010, had 21 students. This year, two parallel cohorts began studies, one for weekday students and one for working professionals which meets on Saturdays. The new cohorts have 19 students each, nearly doubling the size of this year’s entering class. With 19 of the 21 students retained from the first cohort, the new program already has 57 students, more than halfway to the department’s goal of 100 MBA students.

“So far, we are experiencing a 95 percent increase in enrollment with very high retention,” said Dr. Ross.

The cohort model also fosters teamwork. A student in the first cohort from Turkey with a degree in engineering was struggling with courses that had a premium on English language skills. His cohort helped him with his language skills, and he helped them with subjects that demanded quantitative skills, Dr. Ross said.

There is an emphasis in the new MBA program emphasizing “real-life” projects, part of the College’s engaged learning curriculum, and fostering global awareness. Students are given a choice between taking an elective course, an internship or a field experience that includes a global component. Last year, one group traveled to Brazil to study the local economy. This year, said Dr. Ross, there will be potentially three trips offered – to China, Brazil, and Switzerland.

To learn more about the Florida Southern College MBA program, please visit www.flsouthern.edu/mba/



Enterprise Rent-a-Car Scholarship recipients Branden Weber (left) and Espen Urdahl (middle) accept their scholarship from Steve Barger '87 of Enterprise Rent-a-Car.

2011-12 Business Scholarships

Continued from page 5

Hollis Family Scholarship

Craig Adcock

David & Phyllis Klock Scholarship

Olivia Green

Lanier Upshaw, Inc. Scholarship

Dylan O'Neill

Steven Wright

Richard James Marlowe Memorial Scholarship

Matt Harman

Janna Jansson

Rita Staffing Endowed Scholarship in Business

Ngan Vu

Robert R. & Peggy I. Sharp Fellowship in Business

Givi Kokaia

Gabriela Fukugauti

SunTrust Bank, Mid-Florida, N.A. Scholarship

Megan Signor

Mario Perez

Chris Michalik

Monte Thornton Scholarship

Farrell Andre

C. Jeffery Wiley Endowed Scholarship

Nicholas Sellers

Lester & Selma Wishnatzki Endowed Scholarship in Business

Robbie Palmiotto

New “Transformational Curriculum” Engages and Inspires

In continuing its tradition of more than 125 years of academic excellence, Florida Southern College recently made sweeping changes to its campus-wide curriculum, which includes the course offerings and teaching methods for business students.

In the fall of 2010, every academic department at FSC redesigned its courses to place an increased emphasis on engaged learning and student involvement. The goal is to move the classroom instruction beyond the traditional lecture that worked well in years past to a more collaborative approach that meets the needs of the next generation of students.

Research studies have shown that students retain more information, improve their academic performance, and are more likely to complete their college degree when they are fully engaged in their education.

FSC's new curriculum has two interrelated parts, explained Provost Kyle Fedler. The first requires professors to change their teaching methods to accommodate the skills and experiences students may already have.

“Some faculties have been doing lots of engaged learning all along, such as in nursing. It's a matter of rethinking how to present the material, recognizing that students bring something to the table,” Dr. Fedler said.

The second part of the change in curriculum expands the traditional three-credit-hour course to a four-credit-hour course, which allows additional time for in-depth exploration, hands-on learning,



Mike Tracy, an executive in residence with the Barney Barnett School of Business & Economics, shares some one-on-one time with student Krissy Goerl.

and increased use of cutting-edge instructional technologies.

“The express purpose of the fourth hour is to create more space so students can actively take the information they're getting in class and apply it,” Dr. Fedler said.

The change has been challenging for both faculty and students. Professors act more as mentors to encourage students to conduct meaningful inquiry, reflect, think critically, and develop learning strategies for dealing with real-world challenges. Students must take more responsibility for their own education.

“It requires a lot more work to create a class plan that's going to get students successfully involved in the class,” Dr. Fedler said.

The provost said the Barnett School is at the forefront of the College's transition to engaged learning.

Dr. Lynn Clements, Professor of Accounting, was responsible for coordinating the curriculum change for the accounting program. In her classes, engaged learning is carried

out through in-class group exercises, in which students work in teams of two to four on assigned problems or case studies. The students also take advantage of open lab time each week when they can work through concepts with one another and seek more individualized help from their professor.

“Students learn better when they have to find the answers for themselves,” said Dr. Clements said.

Her students have the option of being completely paperless throughout her courses – electronic textbooks are available, homework is assigned and completed online, and laptops are welcome in class. This allows for a much more individualized experience, and Dr. Clements has noticed the impact in her students' grades.

“I've seen significantly higher exam scores since students began completing the homework through the online workbook. It allows them to seek out answers for specific concepts they are struggling with and work through it in a variety of ways,” she said.



Distinguished Business Leaders Speak at FSC

In keeping with College’s commitment to educational excellence through high-quality engaged learning programs, Florida Southern was honored to host five of the world’s most dynamic, internationally renowned business leaders on campus during the 2010-2011 academic year. As these outstanding executives spoke in classes and at campus-wide events, students received motivating messages of business success along with advice they can apply as they shape their own plans for future achievement.



Duncan L. Niederauer

Duncan L. Niederauer is the chief executive officer and a director of NYSE Euronext, the New York Stock Exchange's parent company. In his address at Florida Southern’s Spring Commencement on April 30, the former partner at The Goldman Sachs Group, Inc., imparted wisdom gained from his exceptionally successful career in the financial sector. Mr. Niederauer urged graduates to be joyful, flexible, generous, and committed.

“What I would discourage you from doing is don’t over-architect and don’t over-engineer your future. Because so much of it is things you can’t predict and you wouldn’t possibly know, and

while it’s good to have a plan, make sure you don’t get so rigid that when opportunities present themselves you’re not poised to take advantage of them,” Mr. Niederauer said. “Cast a wide net. Seize opportunities when they get presented to you. And one of the pieces of advice I give all young people is follow what’s in your heart, not what’s in somebody else’s mind. ... You’ll have a choice many times in your life and career. Always choose the high road. The high road is less crowded, but it’s where you should aspire to be every single time.”

H. Fisk Johnson is the chairman and CEO of S.C. Johnson & Son, Inc., one of the world’s leading makers of household products. A distinguished graduate and Trustee Emeritus of Cornell University, Dr. Johnson holds five degrees from Cornell, including a Ph.D. in Physics. He represents the fifth generation of the Johnson family to lead the iconic company. In the family tradition, Dr. Johnson continues the rich history of visionary leadership of this company that is globally recognized as an exemplar of corporate integrity and product excellence. In remarks made following his induction as Florida Southern’s 77th Honorary Chancellor during the College’s Founders Day Convocation on March 18, Dr. Johnson spoke about the experiences and traditions of his 125-year-old, family-owned company and encouraged his audience to be instruments for the greater good.



H. Fisk Johnson

“On Christmas Eve back in 1927, my great-grandfather said something in a speech to employees that has guided our family and our company ever since. When all is said and done, this business is nothing but a symbol. The good will of people is the only enduring thing in any business.”



Peter S. Rummell, an international leader in the development of top hospitality and entertainment operations worldwide, delivered Florida Southern’s Winter Commencement Address on December 18. Mr. Rummell, who served as

president of the Disney Development Company as well as chairman and chief executive officer of The St. Joe Company, spoke to the graduates about transition points in life and how they can remain vital and committed.



Adrian Jones brings two decades of experience in developing and managing leisure attractions to his role as the general manager of LEGOLAND Florida. Speaking to FSC business students in an international marketing class this

past spring, Mr. Jones discussed the rationale informing his company’s decision to open the new theme park in Winter Haven and his management team’s strategies to make the enterprise successful.



Paul Orfalea, the founder of Kinko’s, Inc. and the Orfalea Foundations, toured The Roberts Academy, had lunch with MBA students, taught a global marketing class,

and delivered a public lecture on October 19 as part of The Roberts Academy Dedication Week celebration. Mr. Orfalea enthralled students and community members with his inspiring story of turning his struggles with dyslexia into assets as he built his \$2-billion-a-year business empire.



Thomas Hall '69

The “Ruthless Focus” of Thomas Hall '69

In July 2008, Thomas Hall '69 was in the hospital preparing to undergo open-heart surgery for the second time. Bored by daytime TV, Hall decided to do a little soul-searching. He told himself, “You better figure out what more you want to do that you haven’t already done, because the next time you come to the hospital will probably be the last time.” He resolved to write a book, and, wasting no time, he came up with an outline right there in his hospital bed. Hall partnered with leadership consultant Wally Bock, an experienced author, to write

Ruthless Focus. The book was published in 2010 and can be ordered online.

Ruthless Focus details Hall’s extensive research on what makes businesses profitable in the long run. It presents the stories of more than 25 major companies, from Chico’s to Home Depot, in order to demonstrate the importance of a “core strategy” for success. An effective core strategy should be simple, and it should answer these questions: “How are we going to beat the competition?” and “How are we going to make money?” According to Hall’s research, companies fail when they lose sight of the fundamental business strategy that made them successful initially.

“You need to have a ruthless focus on the basics of business because without that you can’t survive,” writes Hall in his introduction. “And, you must maintain a ruthless focus on your core strategy where every action, every day, moves you and the business forward.”

Hall’s life reflects this same intense focus, despite his diverse occupations and interests.

At FSC, he studied journalism and drama. He speaks highly of Mel Wooton '48, a drama professor, and Hal Waters '53, who taught in the journalism department.

“A lot of what has helped me through the years I learned at Florida Southern through the mentoring of those two people. It made a huge difference,” he said.

Waters introduced Hall to then-State Representative Lawton Chiles. While still in college, Hall managed Chiles’ successful campaign for the state senate. He said he compensated for his lack of political campaign experience by learning quickly from others.

After graduating from FSC, Hall held positions with public relations and advertising firms. Eventually, he and partner Jeff Tucker formed the public relations firm Tucker/Hall, which specializes in crisis management. Perhaps his highest-profile case was the Monica Lewinsky scandal, in which the Democratic Party asked for Tucker/Hall’s help.

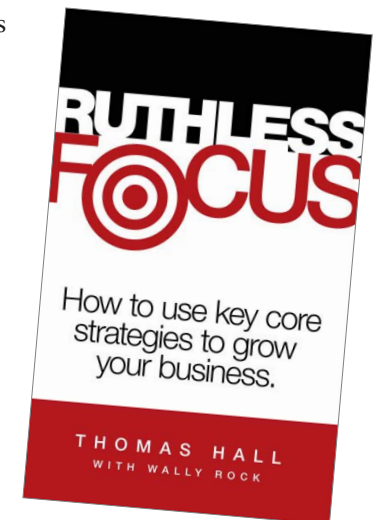
“Our role was to get positive newspaper editorials written about why President Clinton should not be impeached,” Hall explained. “I can’t tell you all the details, of course, because they’re confidential, but it was one of the more interesting things we’ve ever done, I think.”

Hall’s ongoing love of theater has led him to invest in more than ten Broadway and opera productions. Among his credits are *The Drowsy Chaperone*, which won five Tony Awards, and the Australian Opera Company’s production of *La Boheme*.

“It all goes back to being in the Vagabonds at Florida Southern,” he said.

The common link between all these endeavors is Hall’s personal philosophy.

“Find something that you really enjoy. If you’re going to do something, make sure it’s something that you really like so that you’ll work at it to be better than other people in the business,” he said.





OPEC Secretary General and FSC Alumnus Abdalla El-Badri '75 Welcomes Dean Rhey



Dr. William Rhey, Dean of the Barney Barnett School of Business & Economics, and Abdalla S. El-Badri, a 1975 FSC graduate.

His Excellency Abdalla S. El-Badri, Secretary General of the Organization of Petroleum Exporting Countries and FSC alumnus, hosted Dr. William Rhey, Dean of the Barney Barnett School of Business & Economics, at OPEC headquarters in Vienna, Austria, in October 2010. Mr. El-Badri, a 1975 Florida Southern graduate, has been OPEC's top administrator since 2007.

During their visit, Mr. El-Badri gave Dr. Rhey a personal tour of the organization's facilities, and the two men discussed El-Badri's career, including his role at OPEC. Mr. El-Badri also shared fond memories of Florida Southern and spoke with affection about Lakeland.

Married with a young child and living off campus while attending the College, Mr. El-Badri said that his time at FSC was one of the happiest in his and his family's life. He said that he and his wife, the proud parents of five grown children, eagerly hope to return to the College in the future, and he noted that he regularly visits the FSC website to keep up with his alma mater.

A native of Libya, Mr. El-Badri came to Florida Southern when Esso Standard, the oil company he was working for at the time, provided an opportunity for him to complete his education in the United States. He graduated with a B.S. in accounting and business administration.

Since then, Mr. El-Badri has held numerous positions in the oil industry and served as chairman of Libya's National Oil Corporation. He became secretary general of OPEC in January 2007, managing the operations for the intergovernmental organization of 12 member countries that produce and export the majority of the world's oil.

Mr. El-Badri listened intently to the plans Dr. Rhey outlined for the development of the business school. They also discussed possible internship opportunities at OPEC for Florida Southern business students. Enthusiastically embracing the idea, Mr. El-Badri quickly arranged to bring an intern on board. FSC business graduate Guenther Fercher '09 MBA '11 began this internship on June 6. *(See related article on page 15.)*

Dr. Rhey expressed his appreciation for Mr. El-Badri's hospitality and said he was honored to have been invited to brief him in person on the progress of FSC's business program.

"I am especially thrilled," Dr. Rhey continued, "that this connection so rapidly yielded such a tremendous opportunity for one of our outstanding business students, and I look forward to working with Mr. El-Badri to provide similar internship opportunities for FSC students in the years ahead."



David Odahowski (left) delivered the keynote address to the morning session at the inaugural Florida Regional Edconomic Symposium.

FSC Hosts Highly Successful Economic Symposium

When Dean Bill Rhey discovered that one of the business faculty regularly publishes an analysis of the economy in Polk County, he saw an opportunity for business and government leaders to glean valuable information while enhancing the visibility of the College's business program. So, a symposium was born.

The College hosted its inaugural Florida Regional Economic Symposium on April 8, combining practical outlooks on the state's economy with formal academic presentations. The symposium drew about 120 people, a successful beginning for what Dr. Rhey envisions as an expanded series of programs next year.

"I had the idea because Dr. Carl Brown for years has been publishing 'Polk Progress,' a quarterly economic analysis of Polk County. He looks at a host of economic indicators to assess the local economy." Rhey said.

In the morning session, the symposium featured a keynote address by David Odahowski, president and chief executive officer

of the Edyth Bush Charitable Foundation and a member of the Florida Chamber of Commerce Board of Trustees, who spoke on "Florida's Economic Future: The Six Pillars."

Mr. Odahowski's address was followed with presentations by panelists: Dr. Brown, Professor of Economics at FSC; Dr. Brian T. Kench, Associate Professor of Economics at the University of Tampa; and Dr. Hassan Pordeli, Hugh Culverhouse Professor of Economics at Jacksonville University. Dr. Kench and Dr. Pordeli regularly publish regional economic analyses of the Tampa Bay and Duval County areas, respectively. In the presentations and discussion that followed, the panelists reviewed key economic indicators such as housing, retail and unemployment statistics, and the local public policy implications for business owners, job seekers and government leaders.

The symposium was co-sponsored by the American Academic and Business Research Institute, which publishes several journals, and in the afternoon session, academic

papers on the following topics were presented:

- "The Economy of Polk County, Florida"
- "As the World Turns: Global Factors Influencing Florida's Future"
- A study on risk-taking by participants in the Florida Retirement System
- "The Economic Impact of Women-Owned Businesses in the United States"
- A study of inefficiencies in the private club industry

"This is the type of event that brings true academic insight and rigor to the marketplace," said Dean Rhey. "The information offered a valuable new perspective for local business owners and policy makers alike. We were very excited to bring so many experts together under one roof."

Rhey already has plans to expand the symposium next year to include economic analysis of the Orlando area, attracting even more attention to the event. Dean Rhey also foresees a total of four programs, two in the fall and two

in the spring, which may include a seminar on distressed assets, a symposium on wealth transfer, and a sports management and marketing conference.

The inaugural symposium was supported by the Lakeland Chamber of Commerce and CPS Investment Advisors of Lakeland. Chas Smith, founder of CPS, said his firm invited many of its clients, mostly owners of closely held businesses, to the symposium and came away impressed.

"The speakers were absolutely terrific. The statistical studies and comments helped those business owners determine how much they wanted to invest in their companies," Smith said. "Their forecasts have been right on target." This symposium clearly has a future at FSC. Smith said he has already committed CPS Investment Advisors to be a sponsor for next year's symposium.



From Dr. Bill Rhey, Dean

My first year as the Dean of the newly named Barney Barnett School of Business & Economics has been an eventful one.

We have seen a significant expansion in our internship program as well as the launching of a new MBA program. Our business students conducted several successful “living-case” projects that provided consequential benefit to the community. We have implemented a new undergraduate curriculum and have developed and launched a detailed, multi-year plan to attain AACSB (Association to Advance Collegiate Schools of Business) accreditation. Only five percent of all business schools internationally earn this accreditation.

This year, we traveled to China to establish academic partnerships for FSC, and we represented Florida Southern in the Middle East as we assisted with that region’s business school accreditation process. Additionally, a regional Economics Symposium was held and six excellent new faculty members were hired.

At Florida Southern College, not only are business faculty members highly talented instructors, but they also are conscientious and eager to achieve the school’s mission to provide an exceptional, student-centered education at both the undergraduate and graduate levels. Every one of them has something outstanding to contribute. For example, Dr. Lynn Clements started the Institute for Accounting Excellence, which provides continuing professional education. Dr. Paul Eberle spent most of last year at several venues in China teaching economics, finance and math. He also taught in Copenhagen and Malaysia. He is loved by his students for his approach to teaching, and he brings a wealth of international experience to the faculty.

All our faculty members are dedicated to educating the next generation of business leaders to prepare them fully for success in whatever career path they choose. They do this through teaching, advising, mentoring, and developing important case studies in which students can participate.

We are most pleased to welcome the following new faculty members to the Barnett School of Business & Economics:



H. Bernard Davis, Executive in Residence

Bernard Davis brings more than twenty years of top-level management experience with General Motors to FSC business students. While at GM, Davis served on the GM Corporate Finance staff in various leadership roles. Among those key positions, he served as CFO of two major business units and financial advisor for the North American Operations Strategy Board. As finance director of performance analysis at GM, Professor Davis consulted on the development and implementation of a turnaround strategy for the North American operations that resulted in a \$2.3 billion profit. He earned his undergraduate degree from the University of Michigan and his MBA from Michigan State University.

His corporate background in IT, management, and finance has prepared him to teach a variety of courses. Professor Davis is a former clergyman and an avid golfer who enjoys Florida’s lifestyle both on the course and on the road, where he is frequently seen driving his favorite Corvette.



Dr. James Farrell, Visiting Assistant Professor in Finance and Economics

James Farrell is the newest full-time member of the Barnett School of Business & Economics faculty. With a Ph.D. in economics from Florida State University and years of experience with the Florida State Board of Administration, TD Waterhouse, and Merrill Lynch, Dr. Farrell brings powerful intellectual capital in both economics and finance.

Dr. Ferrell has an impressive record of accomplishments, including teaching excellence and research expertise. He is currently conducting analysis of retirement fund investment practices and is helping other business faculty with their research projects. Students have consistently rated him as an excellent teacher – in some very difficult subjects.

He and his wife, Lynsi, are long-time supporters of the Leon County Humane Society and plan to volunteer and assist with Lakeland area charities as they make their new home in Polk County.



Dr. William C. Quilliam, Associate Professor in Accounting

Dr. Bill Quilliam holds a doctorate in accounting from the University of Florida and brings to FSC administrative and teaching experience from the University of South Florida. While at USF, he received the Outstanding Undergraduate Teaching award. Dr. Quilliam also taught at the University of Florida and is the third accounting professor ever named to the board of governors of the Florida Institute of CPA's.

At Florida Southern College, Dr. Quilliam teaches auditing, managerial accounting, and cost accounting. His research interests are in the areas of auditor judgment, audit risk, cost accounting, and other issues currently affecting the accounting profession. His list of publications is extensive. Dr. Quilliam also is an active member of the Florida Institute of Public Accountants where he serves on the Board of Governors and on several committees. He has established a CPA review course and a summer accounting camp for high school students.

Dr. Quilliam is an avid traveler who has visited all seven continents and all 50 states.



Dr. Kevin Renshler, Assistant Professor of Business Administration

Dr. Kevin Renshler is a graduate of the Ohio State University and comes to us from the University of South Florida, where he was Director of the Business Honors Program. He has expertise in strategy, international business and sports management. Dr. Renshler will help lead the new sports management initiative in the Barnett

School. Among his many accomplishments, he served as the Division I volleyball coach at Auburn University.



Dr. Holly Tompson, Assistant Professor of Business Administration

Dr. Holly Tompson is a graduate of South Carolina University and teaches international business, leadership and human resource management. She comes to FSC from St. Leo University, where she created graduate courses in leadership. Her professional experience includes working for a research company that consulted with

Fortune 200 clients. Dr. Tompson spent a "semester at sea" several years ago, circumventing the globe while teaching students a truly international curriculum. She also has taken multiple student groups on study tours to China.



Mike Tracy, Executive in Residence

Mike Tracy comes to Florida Southern as an innovative marketer with a breadth of experience at the senior level of management and marketing. He is co-founder of Fieldstone Marketing, an experiential marketing agency, serving such clients as IHOP and Proctor & Gamble. He has served as a marketing executive for a number of successful enterprises, including Disney Direct Marketing, PepsiCo, Home Depot,

Lenox, and Royal Doulton. While with Disney, Professor Tracy is credited with creating the Pooh-Gram – the longest running best seller in Disney Direct Marketing history.

His Wharton MBA gives him an academic credential of the highest caliber. In Professor Tracy's first year as an Executive-in-Residence, he partnered with Bernard Davis in developing the internship plan for business students. Together, they tripled the number of internships offered and developed a system for finding, promoting, and managing the internships. The versatility of Professor Tracy's professional background is invaluable as he teaches marketing, leadership, and international business.

Professor Tracy relates to college students at their level while also maintaining the highest educational standards. He is often found attending FSC sporting events or chatting with students in the cafeteria, and he is also an avid golfer.



Quality Education Gives Grads a Head Start in Landing Great Jobs

FSC is a Preferred Recruitment Source for Local Businesses

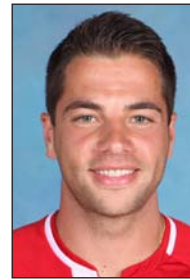
Florida Southern's reputation for excellence distinguishes FSC graduates when they seek employment in their chosen fields. Potential employers are captivated by résumés that incorporate real-world experience with top-notch academics, and Florida Southern College provides both to its students.



For example, **Greg Shell '83**, regional vice president for Auto-Owners Insurance, cites FSC as his number one recruitment source. As testimony to the exceptional experiential education provided to FSC business students, Auto-Owners has hired approximately 20-25 outstanding Florida Southern graduates since 2004. Shell prefers applicants with FSC degrees because the graduates are well prepared through a quality education and a familiarity with the daily operations of their chosen industry.

"We're very pleased with our Florida Southern students. They are extremely prepared, not only academically, but also in the experience they attain before graduation," said Shell.

Shell believes strongly in FSC's commitment to providing internship opportunities for each student. "Spending time as an intern, and gaining exposure to what a company does, gives students a head start when competing for positions after graduation. It also helps develop students' awareness of how to present themselves professionally in the interview process and working in their careers," said Shell. "Florida Southern does a great job of preparing students for the world of business."



FSC Business Grads – Off on the European Tour

Thanks to connections made in Florida Southern College's business program, a recent FSC graduate has landed a career opportunity that will take him to dozens of European countries every year. **Givi Kokaia '11**, from Lund, Sweden, is now employed by Animation Research, Ltd., a New Zealand-based company that provides graphics for numerous television programs and sporting events. Their work includes producing content for the European Tour, an elite, professional golf tour that holds tournaments in numerous countries across Europe.

Kokaia was hired by **Ben Taylor '10**, who leads the Animation Research team that focuses on providing all of the graphics for the European Tour. Taylor was so impressed with Kokaia when the two studied business together at Florida Southern College that Taylor felt compelled to hire Kokaia after graduation.

"Givi was the leader for the single most influential project I took part in while I was at Florida Southern. It gave me the opportunity to see the dedication, leadership, and creativity that Givi possesses. It also showed me his incomparable people skills," said Taylor.

The Animation Research team will travel and work in 30 different countries each year, producing content for three different television companies. Their work is broadcast to over 300 million people during certain golf tournaments.

Kokaia, who studied international business and marketing, joined the team June 6 in Turin, Italy. He echoed Taylor in crediting the College with giving him the superlative experience and connections necessary to land such an incredible position in his field immediately after graduation.

"FSC provided me with exceptional experience working in teams and cooperating with individuals who came from all over the world. I was incredibly fortunate to be a student in the School of Business and Economics, where numerous engaged learning and team projects are incorporated," Kokaia said.



MBA Grad Receives Internship with OPEC

Just weeks after graduating in May from the MBA program at Florida Southern's Barnett School, **Guenther Fercher '09** was on a flight to Austria, eagerly anticipating the start of his four-month internship with the Organization of Petroleum Exporting Countries (OPEC).

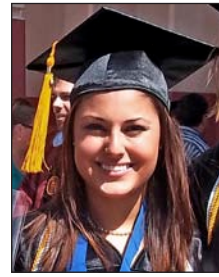
A native of Buermoos, Austria, Fercher earned a BS in international business from Florida Southern in 2009. His outstanding record of academic achievement helped him to secure the coveted internship in OPEC's finance center. The internship was arranged by His Excellency Abdallah S. El-Badri, OPEC Secretary General and a 1975 Florida Southern graduate, following Mr. El-Badri's October 2010 meeting with business school dean Dr. William Rhey at OPEC headquarters. *(See related article on page 10.)*

"It is a once-in-a-lifetime opportunity to intern with such a well-known and outstanding organization," said Fercher, who hopes to obtain a permanent position with OPEC at the end of the internship.

Fercher believes that his education at the Barnett School equipped him with the abilities and experience necessary to land such a prestigious position. "I developed outstanding analytical and critical thinking skills during my time at FSC, and I am convinced that these skills will help me to succeed at OPEC," Fercher said.

A skilled competitor and member of the Moccasin varsity tennis team from 2007 to 2010, Fercher also credits his time at FSC with developing and improving his English language skills, which he acknowledges will be crucial to his success at a multinational organization such as OPEC.

Fercher is grateful to the outstanding faculty and administrators who connected him with this internship and to the FSC alumnus who made it possible. "I want to thank Dr. Kerr, Dr. Rhey, Dr. Ross, and most especially Mr. El-Badri for creating this opportunity. I intend to do the very best job possible in the hope that other FSC students will have the chance to follow me and complete an internship with OPEC."



Recent Accounting Grad Lands Job with 'Big 4' Firm

It's not very often that students enter college with a goal to work for a particular company and then see it through to fulfillment. When **Bethany Henderson '11** entered Florida Southern as a freshman, her goal was to work for the prestigious accounting firm Ernst & Young upon graduating.

She had a big hurdle to clear: the 150 college credit hours needed to qualify to take the CPA exam. That's 22 hours more than FSC requires for students to graduate.

In April, Henderson not only graduated in four years with a BS in accounting and finance summa cum laude; she also earned the necessary 150 hours and realized her goal. In the fall, she will begin work as an auditor with Ernst & Young, one of the "Big Four" accounting firms that provides services in more than 140 countries. Henderson will work in the Orlando office after sitting for the CPA exam this summer.

Henderson credits the FSC faculty and the flexibility built into the curriculum with helping her achieve her goal.

"Florida Southern's strong academic resources and gifted faculty helped prepare me for life after college. The professors in the business program are truly a group of brilliant people who provide students with invaluable opportunities and support," said Henderson, who is from Orlando.

At the College, she was a member of three honor societies, including Sigma Beta Delta, the business honor society, and she earned President's Scholar honors for each semester of her FSC career. Dr. Lynn Clements, professor of accounting, said Henderson deserves the credit for her determination and diligence as a student.

"She is an exceptional student, and she achieved her goal in an unbelievable way!" she said.

Dr. Clements noted that there are a number of ways that FSC accounting students can earn the necessary credit hours to take the CPA exam, which requires 36 hours of accounting – eight more than FSC requires to graduate with a BS degree – and 39 hours of business, which is nine hours more than required for graduation.

Other students choose to complete the necessary courses in a fifth year of study, while others complete them as part of an MBA.

"We think FSC students have the most options since they have numerous ways to complete their requirements at FSC," Dr. Clements said.



Graduate of First Cohort Interns at Goldman Sachs

Being a student in the first cohort of the newly restructured MBA program proved a boon for **Senka Softic '10** in more ways than one. Besides receiving excellent advanced business education, Softic found that it prepared her very well for an exciting summer internship in London with the prestigious investment banking firm Goldman Sachs.

“I love the MBA program. Professor Nick Nugent is my advisor, and he’s so creative,” she said. “The MBA classes are very hands-on. It was good background for working in teams.”

All MBA students are required to use their summers taking classes, working at internships or studying abroad. Softic, who is from Tuzla, Bosnia-Herzegovina, wanted an internship in London, if possible, to be closer to family. She interviewed for a position with Goldman Sachs’ London operation by video conference and was accepted the next day. In June, she began a 10-week internship, working in Goldman Sachs’ clearing operations department, where the firm’s investment trades are finalized.

Softic’s major project for the summer was to map clients according to how they used a range of investment functions, from manual to straight through (electronic) processing. The goal was to improve the clients’ experience by persuading them to use straight through processing, which has fewer mistakes. The project also included a marketing component, developing a sales pitch to demonstrate the value of straight through processing. Softic worked with two teams, listed derivatives and prime brokerage, each of which had its own set of clients.

“It was a lot of work. I worked about 55 to 60 hours a week, but it was so interesting, I didn’t think about the time. There’s something to learn every single day,” she said.

Softic came to Florida Southern on a tennis scholarship and graduated with a B.S. in economics. She is working as the College’s assistant tennis coach while completing her MBA and will graduate in December. She hopes to receive a permanent position with Goldman Sachs and credits her professors with making the opportunity possible.

“FSC offers great education for all our students and prepares us well for the outside world,” she said.



Lisa Berardicurti, Dr. Jingmin Wang and Dr. Paul Eberle in front of the Frank Lloyd Wright-designed Water Dome on the Florida Southern campus.

Dr. Jingmin Wang, a Professor of Management at Shandong University of Finance in China, joined the Barnett School as a visiting faculty scholar in the fall term. Dr. Wang, a native of Shandong Province, conducts guest lectures and takes MBA classes at FSC. Dean Rhey and Dr. Paul Eberle each visited Shandong University of Finance last year and helped to secure what is hoped will be a long-term partnership with the university. Future efforts will include student exchanges and joint class projects.

BUSINESS BRIEF

The Barney Barnett School of Business & Economics will offer a two-credit-hour course in the fall and spring, featuring a series of CEOs who will interact with top business students. The CEOs will engage in a strategic problem solving session with selected undergraduate and MBA students from the Barnett School. Seven CEOs will participate throughout the semester. Students will prepare for each of the CEO visits by conducting an environmental analysis of the industry represented by the CEO’s company, as well as a competitive analysis and a summary of the company’s strengths and weaknesses. The students will then attempt to answer a strategic problem presented by the CEO.



William Quilliam

For a professor to be as conscientious outside the classroom as he is inside says a lot about his character. For his peers to recognize him for both is doubly gratifying.

That's the view of Dr. William C. Quilliam, associate professor of accounting, who was recognized with two prestigious awards by the Florida Institute of Certified Public Accountants (FICPA) at its annual convention in June at Amelia Island.

Dr. Quilliam was given the Outstanding Educator award, which recognizes exceptional accomplishments in education, innovative teaching practices, and outstanding contributions to the accounting profession.

In addition, FICPA honored Dr. Quilliam with the Presidential Award for Service, recognizing

FSC Accounting Professor Receives Awards for Teaching Excellence, Charitable Spirit

his social awareness and civic involvement.

FICPA is one of the largest CPA organizations in the country with more than 19,000 members. The association was founded in 1905 and serves to promote and develop the accounting profession in Florida. Membership is comprised of CPAs and accounting educators from both the high school and college level.

Michael Pender Jr., immediate past president of FICPA, said the organization was impressed with Quilliam's commitment to his profession and community.

"The Outstanding Educator award is given to an individual for his or her significant contributions as an accounting instructor and active involvement in the accounting profession. Our honoree is certainly all that and so much more. Not only does he engage students in the classroom, Dr. Quilliam also brings his students out into the world of accounting," he said.

Dr. Quilliam said he was surprised and honored to receive the prestigious awards. He said staying actively involved in FICPA and the accounting profession helps not only his teaching skills but also helps businesses employ the best students.

"That discipline is very important. It works both ways. I've been able to get some very good placements for my students, and that's been very rewarding to see," he said.

The Presidential Award for Service was given for his volunteer efforts. Of particular note is his work on behalf of Give Kids the World, a nonprofit organization that operates a 70-acre village in Kissimmee. Families of children with life-threatening illnesses are allowed to stay free at the village, allowing them to visit the many theme parks in Orlando at much lower cost. Last October, Quilliam began taking groups of FSC student volunteers to assist the organization by operating rides on the village grounds, dressing up as characters and even helping paint kids' nails in the village spa.

"It's a wonderful place that the students are enthusiastic about," he said. "Students really want to perform community service. A lot of people today think the opposite, but it's not true."

Dr. Quilliam is a recent addition to the FSC faculty. He has just completed his first year after spending 19 years at the University of South Florida, where he received the Outstanding Undergraduate

Teaching award. He holds a doctorate in accounting from the University of Florida and has served as an accounting professor and CPA for over two decades.

Dr. Quilliam has brought enthusiasm for his profession and an active agenda to Florida Southern, including the establishment of a review course to prepare candidates, especially those who have been out of school for awhile, to take the CPA exam. As of September, information about the course is available online at www.flsouthern.edu/cpa.

Dr. Quilliam also is developing an FSC Summer Accounting Camp for high school students for next summer at FSC. The camp will feature guest speakers and field trips to accounting firms and private employers to allow the students to talk to accounting professionals and see the projects they work on.



2011 FSC Distinguished Alumni Award Recipients

EDWARD L. MYRICK '61

Edward L. Myrick, owner of Edward L. Myrick Produce and co-developer of the Golf Club at Briar's Creek, received the Distinguished Alumni Award for outstanding achievement in his profession and community. During his college years, he was active in ROTC and a member of the Kappa Alpha Fraternity. He graduated in 1961 with a Bachelor of Science in Business Administration. Mr. Myrick entered the United States Army, Second Armored Division in February of 1962, commissioned as a Second Lieutenant. He served two years of active duty and four years in the active reserves, eventually ascending to the rank of Captain. Upon leaving the military, Mr. Myrick went to work for his father at Ralph Myrick Truck Brokers in the family business in Pompano Beach, Florida. He continued to work alongside his father and brothers until 1974 when he forged out and opened up his own company, Edward Myrick Produce. Specializing in cucumbers, squash and green beans, Mr. Myrick developed his business into a nationwide distributor of fresh vegetables. During the past several years, Mr. Myrick acquired many properties across the southern United States, one of which is now the site of the Briar's Creek Golf Club. He is a majority shareholder at Briar's Creek, which is a nationally ranked private golf retreat. Ed makes his home in Lighthouse Point, Florida, with Becky Price. They are active in both their community and their church.



Ed Myrick '61 (right) and Becky Price

ROBERT B. NICHOLSON '86

Robert B. Nicholson III, the President and CEO of the Eastern Propane Corporation and former member of the FSC President's Council, received the Distinguished Alumni Award for outstanding service to his professions and community. Mr. Nicholson holds a B.S. in Business Administration from FSC. He joined his family's 73-year old propane distribution and service business in 1986, becoming its President and CEO in 1988. The propane business has grown organically and through acquisitions to become one of the largest privately held propane marketing companies in the country. Mr. Nicholson became one of the youngest members of the National Propane Gas Associations Board of Directors, where he also serves on their Governmental Affairs and Technology Standards and Safety Committees. He has served on three National Fire Protection Association safety standards writing councils and has been nominated to receive New Jersey Propane Gas Associations highest award for contributions towards propane safety in 2011. In 1988, Mr. Nicholson formed the Eastern Products & Logistics Corporation, which operates a bulk commodity rail terminal facility that distributes specialty chemical and food grade products throughout the northeastern United States. In 2004, Mr. Nicholson formed Eastern Liquids, LLC, a regional wholesale mid-stream propane distribution company. He is a member of the Board of Directors of the Lakeland Bancorp and has served on several community economic development committees. Additionally, he was recognized as the 2009 Outstanding Citizen of the Year by his hometown of Sparta, New Jersey, as the 2009 Distinguished Citizen of the Year by the Boy Scouts of America - Patriots Path Council, and received the highest award from the American Red Cross - Sussex County Chapter for his volunteer efforts to their organization in 2010. Mr. Nicholson was a founding member of the township of Sparta's "Green Team," which recently received Bronze-level certification by "Sustainable Jersey" for their successful implementation of sustainable living and energy practices. Mr. Nicholson also serves on the "Pioneering Healthier Communities" Council and is Chairman of the Sussex County Trails Partnership. While attending FSC, he was a member of the Pi Kappa Phi Fraternity, where he served as its president; the Cross Country Team; and the Collegiate Financial Entrepreneurs Club. He is a founding member of the Spivey Society.



Rob Nicholson '86 accepts his award from President Anne Kerr.

'39

David E. Bailey Jr.'s historical works have been donated to the Plant City Photo Archives and History Center. The donation includes historical papers, documents, and books. He authored several papers on the history of east Hillsborough County and Plant City, and he co-authored the book, *Plant City: Its Origin and History*, with Quintilla Geer Bruton in 1984. Bailey was an educator and administrator for Plant City schools and earned a distinguished alumnus honor from FSC. Bailey died in July 2010 at the age of 92.

'51

Robert G. Black writes that he gave a successful speech to an audience of just under 1,000 at Sun City Center last November. The topic was "Veteran's Day 2010."

'57

Armand "A.J." Morelli was inducted into The Eastern Rugby Football Hall of Fame in July 2010. He played for the Richmond Rugby Football Club for 25 years.

'58

Dr. James L. Baker, Jr., recipient of the 1988 Distinguished Service to Humanity Award from the FSC Alumni Association, has been named as one of the Best Doctors in America for the sixth consecutive year. He has also been named in America's Top Doctors. Dr. Baker is a professor of surgery at the College of Medicine at the University of Central Florida as well as a clinical professor of plastic surgery at the University of South Florida.



Floyd "Ned" Biddix was inducted into Winter Park High School's Circle of Distinction in May 2011. The prestigious alumni award honors select graduates who have had notable careers and made extraordinary contributions to their communities following graduation.

'62

Chris J. Kallas reports he is retired and loving it. He lives in Marietta, Ga.

'63

Rev. James W. Churchwell is now employed by Mountain Valley Hospice and Palliative Care in the Chaplain Regional Office in Stuart, Va.

'64

Col. Roger "Tug" Thornberry (U.S. Army Ret.) has retired from his second career with AstraZeneca Pharmaceuticals. He has purchased a winter home in the River Hall Country Club community near Fort Myers, Fla.

'65

Dr. Les Knight is an exercise physiologist and fellow of the American College of Sports Medicine. He has authored and co-authored 100 scientific articles and 45 books, including *Athletic Footwear and Orthoses in Sports Medicine*. Written with Dr. Matt Werd, the book was published by Springer.

'66

James Whitaker was recently honored by the board of directors of Circles of Care, Inc. for his 40 years of employment and service to the company. Circles of Care is a provider of comprehensive behavioral health care services located in Brevard County, Fla. He has been president and CEO of the program for more than 34 years.

'67

John W. Watson III retired from his seat on Florida's Seventh Judicial Circuit Court in August. During his career, Watson presided over felony, family, and civil cases.

Archie Buie, a retired United Methodist pastor in the Florida Conference, recently published his second book, *Simply Pray: Morning & Evening Prayers for 31 Days*. These prayers provide an easy and natural way to converse with God when dealing with the challenges of daily life. Prayers on healing, anger, loss, loneliness, and worry are also included. Buie's first book of prayers, *Simply Connect*, was published in January 2009.

'69

Phyllis Finger, a gifted support/enrichment teacher, recently coordinated a Pennsylvania Regional Summer School of Excellence program titled "Powerful Minds." She also moderated a large debate for the candidates of the 15th Congressional District in Pennsylvania. She represented both the League of Women Voters and the College Hill Neighborhood Association.

Julie S. Ryan of London has been elected to the secondary board of commissioners of the Middle States Association Commission on Elementary and Secondary Schools. She is currently the principal of the Lower School at the American School in London.

'70

Stephen Hemman was hired in October 2010 as the interim superintendent to help establish the Somerset/Berkley Regional School District in Massachusetts.

On Sept. 17, 2010, **Lt. Col. Bill Northacker**, U.S. Army Special Forces retired, completed a parachute jump to commemorate Operation Market Garden, which took place Sept. 17, 1944. He retired in 2008 from his position as a high school social studies teacher as well as his work as an adjunct professor at the City University of New York. He is a contributing editor for *Soldier of Fortune* magazine and column editor for "Green On," his special forces column in *Static Line* magazine.

'71

Julia Norton Stevens was awarded Best in Category (Fruits and Vegetables) and third place overall in the 2011 Fine Art International Painting Competition. She had a solo exhibition at the Plantation Historical Museum in Plantation, Fla., in August.

'72

J. William "Bill" Meek just completed a master's degree in museum studies at The Johns Hopkins University in Baltimore, Md. Bill is chairman of the 2011 American Cut Glass Association's annual convention and guest curator for an exhibition of engraved and cut glass at the Orlando Museum of Art. Bill has owned the Harmon-Meek Gallery in Naples, Fla. since 1978 with his wife, Barbara **Hanson Meek '76**.

'73

Rev. Tom McCloskey joined First United Methodist Church of Orlando as its new senior pastor in July.

'74

Lorraine Coords Smith is teaching first grade at Plantation Oaks Elementary School in Orange Park, Fla. Her husband, **Tom Smith '74**, is retired from a 31-year career in engineered wood components and is now employed by Lowe's in Jacksonville, Fla. Tom is also taking courses at Florida State College at Jacksonville and recently earned an accounting technology specialist certification.

'76

Dan Wright, basketball coach at Lakewood High School in St. Petersburg, was featured in the *St. Petersburg Times*. Wright plans to retire at the



Faces of FSC

end of the 2011 basketball season, his 35th as a coach. He has won more games than any coach in Pinellas County history.

'77

Aaron J. Dyess writes that he is now working with The Garrett Group, serving as an intelligence contractor in Nebraska for the United States Strategic Command.

'79

Debbie Raysin works as a reading coach at Winter Haven High School and recently celebrated 30 years of marriage to the "love of her life," Brad, with whom she has raised two sons, **Josh '09** and **Nicholas**.

'80

Rev. John Gill has joined the staff of the Florida United Methodist Children's Home as the community development coordinator for their foster care ministry, Open Hearts Family Services.



Kim Lardie retired in July as a lieutenant with the Glendale, Calif., Police Department after serving for 30 years. She intends to travel and increase the time she spends in volunteer work. Kim is a third-generation FSC alum.

'81

David R. Parry of Brandon, Fla. has been named by *Tampa Bay Magazine* as one of the Tampa Bay area's top lawyers in criminal defense. Parry is a board certified criminal trial lawyer. He has been a partner with the criminal defense law firm of Bauer, Crider, Pellegrino and Parry for 12 years.

Rev. Dana Everhart has been named district superintendent of the Atlanta Emory District of the North Georgia Conference of the United Methodist Church. Dana will be supervising 50 churches and 178 clergy in the Atlanta Emory District. Dana previously served as senior pastor of the McDonough First United Methodist Church in McDonough, Ga. He and his wife Sally have three children – Matthew, Jacob, and Katie.



Gale Strain was recognized as the Middle School Physical Educator of the Year for the state of Florida in October 2010 at the Florida Alliance for Health, Physical Education, Recreation, Dance & Sport Conference. The award was given in recognition of the excellent physical education program that she has developed through the years at Liberty Middle School in Orlando.

'82

Kim Karr played in the 72nd annual Senior PGA Championship at Valhalla Golf Club in Louisville, Ky.



Dr. W.P. Payne has completed a 14-month mobilization as the deputy force chaplain with II Marine Expeditionary Force (Forward) in Iraq. He has now returned to his professorship at Ashland Theological Seminary in Ohio, where he teaches missiology. He is also a member of the Florida Conference of the United Methodist Church.

Wayne Kappauf, golf course superintendent at the Island Country Club in Marco Island, Fla., has been recognized by the Everglades Golf Course Superintendents Association (EGCSA) with its Presidents Award for Lifetime Service. The EGCSA is comprised of golf course management professionals in the counties of Collier and Lee in Florida.

Send Us Your News!

We enjoy sharing your news and photos with your fellow alumni. Please submit items for publication to the Alumni Office at alumni@flsouthern.edu, or by mail to the Alumni Office, 111 Lake Hollingsworth Drive, Lakeland, FL 33801-5698. Don't forget to include your class year, and we invite you to include a photograph!

'83



Mandy Kimmer (left), '83, marketing coordinator for Orange County Parks in Orlando, and **Evelyn Hernandez** (right), '09, Parks marketing intern, meet with Carolina Velazquez, winner of the annual July Is Parks Month coloring contest. Evelyn is now a graduate student in the Masters of Public Administration program at the University of Central Florida.

Dr. Ron A. Rhoades began his first semester as assistant professor in the Business Department at Alfred State College in New York. He is the recipient of the 2011 Tamar Frankel Fiduciary of the Year Award from The Committee for the Fiduciary Standards, and he was named one of the 25 Most Influential persons associated with the investment advisory profession in 2011 by *Investment Advisor* magazine.

'84

Ron Bridges has begun a two-year term as faculty president at Pellissippi State Community College in Knoxville, Tennessee, where he is an Associate Professor of Biology. He is close to completing his Ph.D. in educational psychology.



Robert Collins has joined Turner Entertainment Networks as vice president of brand activation for TNT, TBS, and Turner Classic Movies.

Bill Rogers and **Thomas Kirsten '85** often meet up in São Paulo, Brazil. Thomas is the financial director of St. Nicholas School in São Paulo and Bill is an international pilot for Delta Air Lines, Inc.





'85

Kevin Hayes has joined Grubb & Ellis Landauer Valuation Advisory Services as a managing director in Tampa.

Bob Gendron coaches Lakeland High School's baseball team, which played in the 2011 FHSAA Class 5A State Finals.



'86

Caroline (Dossett) Preston recently had an exhibit of her paintings on display at the Nelson Fine Art Center in Johnson City, Tenn.

Reddick Russell Walker, Jr. is studying in the educational leadership and policy department at Florida State University, working on a doctoral degree. He is managing research applications and research funding for the College of Education at FSU.

Dr. Jeffrey S. Grove of Largo, Florida, was elected President of the Florida Osteopathic Medical Association during its 108th Annual Convention in February. He has been a member of the Florida Osteopathic Medical Association for more than 23 years.

Neal Mazzei was hired in June as the City of Palmetto's new Building Official. He plans to utilize copyrighted programs he owns to accelerate public record permit processing information.



'88

Barry Irving graduated with his MBA from Salem International University in Salem, W.Va. on April 30, 2011. He plans to teach as an online adjunct professor.

Mike Davis, president of A.D. Davis Construction Corporation, is campaigning for the District 20 seat in the 2012 Florida Legislature. This is his first campaign for public office.

'89



United States Army **Col. Richard D. Root** (second from left) was promoted in the Senate Foreign Relations Committee Room at the United States Capitol on Oct. 4, 2010. His sponsors were Sen. Chris Dodd, D-CT, and Sen. Bob Corker, R-Tenn.



Angela Cardwell '89, Colleen Carton '89, Kristi Watkins Barnes '87, Susan Oliva '86, Janine Sganga Smith '88, in front, Rob Bailey '89.



'90

Hitoshi Kimura (right) deployed to Haiti as part of an emergency response team through

the Smithsonian Institute to set up a painting conservation lab, assess damage, and begin treatment of damaged museum collections.



Jeff F. Reinking of Orlando is working on his doctorate in accounting at the University of Central Florida. He aspires to be a college professor. His twins, Matthew and Molly, 11, recently started middle school and his wife, Tammy, volunteers with the Alzheimer's Association.

John Rader and his wife Nicole were the grand prize winners of a national home remodel contest and were featured on the cover of *This Old House* magazine's July 2011 issue.

'91

Wayne M. Turner has joined Peach State Bank & Trust as chief operating officer, bringing 36 years of experience in banking management and marketing. Wayne lives in Alpharetta, Ga., with his wife, Nancy. He has two daughters and four granddaughters.

Maj. John-Michael Insetta has been reassigned as the chief of force integration for the Office of the Chief of Infantry in Fort Benning, Ga.

'93

Jackson Bazley was promoted to executive director at Ernst and Young, LLP in Tampa, FL. He also serves as the Cubmaster of Cub Scout Pack 734 of Plant City and is a sacristan at St. Clement Catholic Church. His wife **Jessica Lawrence Bazley '95** cares for their four children, Cassidy, Jack, Cale, and Clark, while serving on the board of Cork Elementary's PTA for the past four years.

Joe Ostrosky was promoted to lieutenant with the Menomonee Falls, Wisconsin, Fire Department.



Faces of FSC

'94

Suzanne (Painter) Burke is currently teaching art at the International Baccalaureate School at Bartow High School. She presented a workshop at the Florida Art Educators Association meeting in October and authored an article published in The College Board's curriculum manual for advanced placement art.

'95

Camilla J. Palladino writes that she is now in her 90s, but still active. She volunteers at care centers and hospitals every week and also teaches Sunday school.

'96

Jennifer Kent Burns was promoted to senior associate at RR Donnelley in the Global Real Estate Services Division. She primarily focuses on performing audits of failed mortgage loans and handles repurchase negotiations with the original lender on behalf of her client.

'97

Christopher T. Birdsall recently celebrated his five-year anniversary with Dr. Pepper/Snapple. He also works with youth baseball and plans to open a batting facility.

Michael Geis has joined myMatrixx, a provider of pharmacy management solutions in the workers' compensation arena, as director of IT infrastructure.

Kirk Shalosky is a production accountant for the film industry in Los Angeles. He recently worked on the movie *The Green Hornet*, serving as a department production accountant supporting special effects and picture cars. He is currently working as the production accountant on *Dan Vs.*, which airs on the HUB cable network, and on new episodes of *Beavis and Butt-Head* that will eventually air on MTV.

Dr. Maribeth Buie received her Ph.D. in Public Health in May 2011 from the University of South Florida.



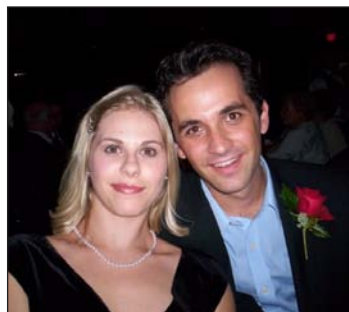
'98

Megan Flanagan of Naperville, Ill., has been named director of the new Center for the Performing Arts in Coralville, Iowa.

'99



Michael G. Frino received his doctorate in philosophy from the School of Education at Barry University. He has also written and self-published a children's book, *Welcome to Waycool School*.



Matthew Gailey has joined the Portland, Ore. office of Heffernan Insurance Brokers as an assistant vice president. He is married to Sara Marie Beddow.

'00

Erica S. Love spent six years as a property manager with Barkan Management Co., Inc. in Macon, Ga., but recently accepted a property manager position with Housing Preservation Management. She now lives and works in Tampa, Fla.



Kara Elizabeth Newcomb has worked for the U.S. District Court for the Middle District of Florida since 2009 as a financial specialist.

Dr. Gail Louise Kashlak Roberts recently earned a Doctorate in Education from Nova Southeastern University, with a major in Higher Education Leadership and a minor in Curriculum Development. Her husband, **Joe**, is a 1997 alumnus.



'01

Byron Durden was awarded the FedEx Services Five Star Award in July, the highest individual award given to FedEx Services employees and recognizes employee accomplishments that demonstrate innovation, collaboration, efficiency or profitability.

Terence Hannum is the Professor of Art at Stevenson University in Stevenson, Maryland. He also has exhibited at the De La Cruz Collection in Miami, Location Z in The Hague in the Netherlands and will have a solo exhibition titled "Amidst Our Throng" in the fall at the Chicago Cultural Center. His website is www.terencehannum.com.

'02



Melissa M. (Maccarelli) Slawsky of Williamstown, N.J., was awarded a post-doctoral fellowship in piano pedagogy at the New School for Music Study, the laboratory setting for the Frances Clark

Center for Keyboard Pedagogy in Kingston, N.J. She is currently a doctoral candidate in music education at the University of South Florida. She is married and has a young son.

Kristin Atkins Willis was awarded the 2010-2011 Boyette Springs Elementary School Teacher of the Year and the 2011 Love and Hope Foundation Educator of the Year. She was also nominated for the 2009-2010 P.R.I.S.M. Teacher of Excellence in Mathematics and the 2010-2011 HCEMC Shapes Award. Kristin received her master's degree from the University of South Florida in 2005 and has taught kindergarten at Boyette Springs Elementary in Riverview, Fla. for seven years.

'03

Carole McKenzie is the new executive director of the Polk County Farm Bureau.

Heidi C. (Reese) Ruth has been accepted into the Master of Science in Anesthesia Program at Case Western Reserve University in Cleveland, Ohio. She will be working toward becoming an Anesthesiologist Assistant.

Heidi K. Peterson Leftwich completed an obstetrics and gynecology residency at the University of Connecticut and started a three-year fellowship in Maternal Fetal Medicine at the University of Illinois in Chicago in July.

'04

Michelle L. Mann is the registrar at Aultman College of Nursing and Health Sciences in Canton, Ohio. She has a 10-year-old daughter.

Samantha E. Ward and **Patricia Case '73** are helping promote FSC at Dover Shores Elementary School, where they teach, through a program called Destination College, which encourages students to set goals leading to a college education.

'05

Brenda Moons has been named senior vice president of sales for the American Hotel & Lodging Educational Institute.

Jennifer Brown completed her master's degree in secondary education from Grand Canyon University in the spring of 2010. She is currently teaching tenth grade English at Palm Beach Central High School in Palm Beach County, Fla.

'06



Erika Lowe presently heads up the Abaco Christian Counseling Centre in Marsh Harbour, Abaco Islands, Bahamas. In her spare time, she has become a sought-after photographer. She was filmed for a "Weddings in the Abacos" documentary by WE TV of the United Kingdom, which aired in 2010.

Brian McCurdy and his wife, **Shey (Chodnicki) McCurdy '05** are the owners of Make-It Take-It Meals, a catering and lunch café in Titusville, Fla. Brian is also the head coach for both his local USA Swimming club and the Astronaut High School swim team, where he coached several swimmers to the state championship meet. Shey works for the Florida Department of Law Enforcement and is in her second year of law school at Barry University, where she is also on the law review.



Melissa Simontis recently received the designation of Accredited in Public Relations. She is the director of development for the PACE Center for Girls of Lee County, Fla.

'07

Jonathan Alter won the Palm Coast 5K in January.



Lauren Elmhurst is director of marketing and advertising with Fred's Management Company, Inc. She oversees all marketing and advertising efforts for the company's seven restaurants as well as its catering company. Her position includes market research, brand development, campaign management, and graphic design.

Kathleen (Tony) Saunders has been teaching in Fort Pierce, Fla. for four years. Chosen as Teacher of the Year for White City Elementary School this year, Kathleen is grateful for the wonderful instructors that prepared her for this career.

'09

Edward Andrews competed in the Dwarf Athletic Association of America National Games in Anaheim, Calif., July 1-7. His flag football team took a silver medal, and his basketball team took bronze. Edward, who has been competing at the games for 14 years, is the corporate sales manager for the Tampa Bay Lightning and St. Pete Times Forum.



Jessica Gutowski is the marketing and communications specialist for Swain Realty and Natural Air Energy Saving Systems in Winter Haven.

Patrice McKenzie has signed with the Frankston Blues to play professional basketball in the South East Australian Basketball League.

Josh Raysin and **Jessica Butcher '08** have four children and reside in Auburndale.

'10



Amanda Atun is a branch stock broker with Scottrade, Inc. in Lakeland. She worked there as an intern for two years while attending Florida Southern. After graduating, she became a licensed stock broker and joined the company full time.

In Memoriam

Elizabeth Gates Tolle '29, November 22, 2010
Gladys G. Black '36, January 18, 2011
Shelton D. Cowart '37, April 13, 2011
Jane Ernestine Alderman VanLandingham '37, August 1, 2010
Verna R. Meares '38, January 30, 2011
Edith W. Potter '38, December 24, 2010
Carl S. Cox, Jr. '39, April 20, 2011
Guy M. Thompson '39, August 14, 2010
William B. Boyd '40, February 25, 2011
Nell Julia Weaver Coleman '40, January 1, 2011
Ernestine Foxworth Dean '40, February 5, 2011
Ruby Wyatt Littlefield '40, November 4, 2010
Coralie Braddock Huntley '41, February 16, 2011
Laretha L. Lay '41, January 10, 2011
Eloise Duncan Mangum '41, November 30, 2010
Sam J. Womack, Jr. '41, February 2, 2011
James V. Crum, II '43, April 14, 2011
Leona Olive '43, March 4, 2011
Edwin W. Miller '43, May 19, 2011
Anna Blackwater Shea '43, March 4, 2011
Elizabeth Wolfenden Snyder '43, September 23, 2010
Lestina T. Vaughn '43, May 24, 2011
Nedra Kicklighter Johnson '44, November 20, 2010
Juanita Hadden Campbell '45, March 15, 2011
Catherine Fletcher Clark '47, March 12, 2011
June Armistead Dugger '47, September 6, 2010
Margaret S. Sorensen '48, November 25, 2010
John "Jack" S. Call, Jr. '49, May 8, 2011
Lois Futch Callahan '49, February 27, 2011
Paul M. Hachigian '49, December 3, 2010
Waldo E. Cheshire '50, January 1, 2010
Peggy Blassingame Diamant '50, March 10, 2011
Carolyn H. Langston '50, September 24, 2010
Lenora "Noie" Smith Templin '50, December 21, 2010
William Evan Haines '51, August 16, 2010
Mary L. Lyons '51, April 27, 2011
Delbert McAlister '51, April 22, 2011
James Warren Miller '51, May 10, 2011
William Ruggles Richards '51, January 7, 2011
Cecil A. Waldron '51, December 5, 2010
Anthony P. Gamble '52, March 18, 2011
Elmo Ronald "Ron" Kirkland '52, May 3, 2011
Robert Leon Tison '52, March 27, 2011
Robert D. Bledsoe '53, April 3, 2011
Joan M. Ruegg '53, April 7, 2011
Thomas P. Bianco '54, August 4, 2008
Donald M. Conrad '54, December 19, 2010
Betty King Irvine '54, October 31, 2010
Bill Saul '54, March 29, 2011
Joan Bledsoe Steward '54, May 17, 2011
Patricia Roberts Susi '54, January 30, 2011
Nancy Smith Waters '54, January 10, 2011
Robert R. Baker, Sr. '55, April 3, 2011
James Q. Baur '55, January 11, 2011
Barbara Kemp '56, May 27, 2011
Clark Maxwell, Jr. '56, January 18, 2011
Jerry Donald Burton '57, February 27, 2011
Lawrence I. King '57, March 6, 2011
Thomas John Di Cesare '58, June 10, 2011
William M. "Bill" Keen '58, February 3, 2011
Charlotte Laxson '58, March 24, 2011
Lola E. Harleman '59, March 26, 2011
Alfonso "Al" Garcia, Jr. '60, February 27, 2011
Dharlyn E. Nicely Herron '60, July 12, 2011
George W. Stevens '61, February 9, 2011



Weddings & Families

In Memoriam

Robert Sumner '61, May 25, 2011
Samuel A. Fuller '62, August 9, 2010
Mary Elizabeth Ellerbe '62, February 8, 2011
Thomas A. Hughes '63, April 6, 2011
Janet Lockhart Cunningham '64, November 13, 2010
Eleanor Zukowski Dykstra '64, November 23, 2010
Cynthia Sarge Branigan '65, November 30, 2009
James H. Goodman '65, May 3, 2011
Bette Holt Hynson '65, March 19, 2011
David J. Brandis '66, November 25, 2010
Ann Munn '66, April 2, 2009
Tim Eisnaugle '69, March 23, 2011
Mary Jane Childers '70, April 10, 2011
Robert Edward Lee Fow '70, December 21, 2010
Marilyn Malluck Zimmerman '70, January 3, 2011
Brian J. Bain '71, October 16, 2009
Regina Hinman '71, December 12, 2009
Wayne Stephen Brown '75, September 16, 2010
Dr. Peter J. Cerenzo '78, October 27, 2010
Ursula Agnes Lewis '78, November 12, 2010
John M. Scheb '80, November 17, 2010
John DeChellis '82, May 24, 2011
Elizabeth G. Means '83, January 27, 2011
Linda "Dee" Taylor '83, February 6, 2011
Gerard C. Rinaldi '85, January 6, 2011
Douglas B. Deane, Jr. '86, April 10, 2011
Lorraine McBair Stacker '87, November 11, 2010
Lonnie A. Turner Jr. '88, December 5, 2010
Rene Lynn Jacoby Lotspeich '89, January 14, 2011
James F. Crabtree '91, April 5, 2011
Sharon L. Davenport '91, April 15, 2011
Virginia W. McCausland '91, April 10, 2011
Cathy Pike Asbridge '93, March 29, 2011
Beverly McCabe '97, December 14, 2010
Allison Merritt Elliott '04, March 8, 2011
Howard Livingstone Dinsmore, professor emeritus,
January 25, 2011
Clara Lee Wheeler Evans, former member of the
President's Council, August 31, 2010
Ann Miller White Fadley, former faculty member,
November 26, 2010
Joseph D. Geiger, adjunct professor, January 7, 2011
Holley Griffin, Ocala campus coordinator, February 19,
2011
Lucille Klimek, equipment manager, April 10, 2011
Frances C. Parsché, former secretary, November 24,
2010
Wanda Delores Powell, former secretary, December 22,
2010
Dr. Rosina Urquiza, former librarian, March 30, 2011
Evelyn M. Walker, former Lambda Chi Alpha house
mother, June 12, 2011
James Helm, a senior at Florida Southern, died earlier
this year. He served in the United States Marine Corps
from 1978-1986. He was 49.



Kaitlin Harvey '06 married Chris Randlett '04 at the Palmetto Riverside Inn in Palmetto, Fla. The wedding party included Lauren Harvey '06, Chris Riccio '07, and Sarah Markus '06. They are living in Bradenton, Fla., where they both teach elementary school.

Brad West '07, and Kate Knowles West '08, were married July 24, 2010 at First United Methodist Church in St. Petersburg, Fla. Pictured, from left, are Tom Banks '07, Ryan Marsico '08, Matt West, Mike Simpson '07, Dan Port '07, Brad West, Kate Knowles West, Jen Simpson '07, Susie Knowles '13, Sharon Quackenbush '09, Lynsay McCaulley '07, Sarah West, and Kellianne Greene '08.



Christine Franklin Ehlenbeck '07, member of Alpha Delta Pi, married Michael Ehlenbeck '08, member of Sigma Chi, on May 15, 2010 in Lakeland.

Patricia Brandon Betterly '82, married Philip Lawrence "Larry" Moss III on Oct. 17, 2010 at Newport Presbyterian Church in Bellevue, Wash. They reside in Seattle.

Jennifer Kent Burns '96 married Gordon Burns on July 21, 2010, in Newport, R.I. The couple lives in Atlanta.



U.S. Army Chaplain **Jason Nobles '97** and his wife **Lissette Zamora Nobles '99** welcomed J.J. (Jason Jiwoo) from Korea into their family this past Christmas. Jason Nobles serves as a chaplain at Arlington National Cemetery. J.J. was born in Korea on April 13, 2010 and is very much loved by his parents and siblings Josiah, Graham, and Mary Grace.



Kate Retz Adam '03 married Carlton Adam on July 23, 2010 at Kittatinny Valley State Park in Andover, N.J. They spent their honeymoon in Costa Rica and now live in Newton, N.J.

Laura Scahall Young '04 married Adam Young on January 27, 2011 in Punta Cana, Dominican Republic. The couple continues to reside in Erie, Pa.



Amanda Maria Chin Morgan '05 married **Brian Matthew Morgan '07** June 25, 2011 in Lakeland.



Kimberly Fish '07 and Andrew Waeger were married June 26, 2010 at Christ the King Church in Wakefield, R.I. They honeymooned in Cabo San Lucas, Mexico.



Katie Gibbons '08 and Michael Joseph Silva were married Sept. 18, 2010 at Holy Apostles Church in Cranston, R.I. Michael is a sergeant in the U.S. Marine Corps and is stationed at Camp Lejeune in North Carolina. The couple makes their home in Holly Springs, N.C.



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