

# BRYAN BULLETIN

FOR ALUMNI AND FRIENDS OF THE UNCG BRYAN SCHOOL

Spring 2016



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

Bryan School of Business and Economics

## Analyzing Data with the GPD

Where do the most traffic stops happen in Greensboro? What is the nature of each stop? Where should the police department allocate resources to improve their impact? The dozen students in Dr. Rahul Singh's undergraduate capstone course in Information Systems and Supply Chain Management are diving into data and finding the answers.

For the past five years, students in this class have engaged in a hands-on experience in which the Bryan School provides consultation and exceptional problem solving to the Greensboro Police Department (GPD). The students are working with data from GPD's Crime Analysis Unit.

**“They’re helping us determine how data might inform decisions we need to make on a regular basis.”**

— Lee Hunt, Manager of Information Services for the Greensboro PD

The students' reports are eventually shared with the Department of Justice and other police departments around the state and nation.

Singh says that, like all successful data analysis, the students' work “affords human intelligence better capability.” Because of their efforts, the Crime Analysis Unit can work better, smarter, more efficiently — a benefit that trickles down to taxpayers and the community as a whole.

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## Spartans Fuel Local Business

When Megan Metzger '05 began forming her business, Preferred ChildCare, in 2001, she was just beginning her undergraduate degree in business administration at the Bryan School. Preferred ChildCare grew quickly, connecting hundreds of families in need of quality childcare with excellent, pre-screened specialists. Today, that number exceeds 1,000 families from around the Triad — plus the number of employees who find much more than a job.

“I started the business with the idea of helping others — these families that I had created relationships with through my own babysitting,” she says. As her business grew, Megan discovered another side to her entrepreneurial endeavors: helping men and women pay for college.

“I had gotten these heartfelt thank-yous from my childcare specialists, that they were able to get through college without debt and that they had built these great relationships through their work for Preferred ChildCare. I realized this was my greater purpose.”

Metzger is a proud Bryan School alumna. She has served as vice president of the Alumni Association Board, is a founding member of the NC Entrepreneurship Center, and speaks regularly to current students about the entrepreneurial experience. In addition, about 75 percent of her childcare specialists are UNCG students or alumni.

**“I want people who are passionate about childcare and have the drive to do a great job. The UNCG student has a drive to work. The employees I find here are highly engaged and hands on.”** — Megan Metzger '05

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## Dean's Message

As I was growing up a key word that came up over and over was competing. Yes, often it was in the context of sports where one competed for a spot on a roster, or a position on the field/floor/track/pool. But it was also about competing for grades, and later, competing for jobs and graduate school admissions, and later still, for promotions. Occasionally a coach might talk about working together as a team, yet he would often turn right around and tell players to focus on what they were supposed to do, not their fellow player.

I know that competing is alive and well, but we have come to understand that collaborating is as important, possibly more so, than competing. In the Bryan School we teach students about collaborating on teams to complete projects and emphasize learning from, and helping, each other to make everyone better. We teach them how organizations collaborate, even with competitors, for the good of all collaborators, and sometimes for the entire industry.

In this issue of Bryan Bulletin you will see numerous examples of collaborating. There are stories about students working on teams, and those projects are collaborations with organizations. There are stories about collaborating with other universities, and with other organizations, such as the Triad Business Journal. Together, the School and our students can do so much more, and be so much more, if we collaborate; if you join us, by bringing projects to our courses, or internships and full-time jobs to our careers program, or your research needs to our faculty, or your training needs to our executive education program, all of us can be so much more. If you want to explore collaborating with the Bryan School, please call or email Assistant Dean Joe Erba at 336.256.8592 or jrerba@uncg.edu.

My Best,

## 40 under Forty

The Bryan School was a proud sponsor of the annual Greensboro 40 Under Forty Awards Ceremony and Reception this February. The event celebrates 40 leaders under the age of forty who were selected for recognition by the Triad Regional Business Journal because they are already significantly impacting their companies and communities

This year 10 of these young leaders were UNCG alumni and staff, including three alumni who received their MBA and one who received a BS in Business Administration from The Bryan School. Congratulations to: Zac Engle, Leslie Thomas, Justin Streuli, Peggy Blackwell, Zitty Nxumalo, Brandi Johnson, Ashley Miller Rice, Justin Outling, Miriam Bradley, and L. Collin



### Analyzing Data with the GPD *continued from page 1*

"We absolutely will keep working with the Bryan School. I need to stay abreast of the best practices and new capabilities, and the students provide that avenue," Hunt says. "They ask excellent questions, conduct very good analysis, and the writing for reports and presentations is thorough and comprehensive."

The students reap significant benefits as well, especially when it comes to competing for their first major position.

"At the end of the course, these students are able to sit down in front of prospective employers and show not just what they learned, but what they did," Singh says. "They have a portfolio of experience that makes them competitive."

Senior Matt Krieger recently interviewed with Bank of America in Charlotte. "They were amazed that we were doing projects like this," he says. "Not many schools have a capstone project that works with the city government."

For senior Alexander Russell, the experience is especially pertinent. His goal is to work in the background of law enforcement, performing data analysis for an organization at the city, state or federal level.

"This is a fantastic springboard," he says. "It has given me excellent perspective into exactly what I hope to do."

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# Solving Problems:

## Small Business Institute Academic Awards

For the 8th year in a row, UNCG teams received national awards from the Small Business Institute Academic Conference. The Friendly Pharmacy Project – the MBA capstone project of recent graduates Kaitlin Pendley '15 and Kerry Radigan '15 – won third place for graduate specialized (marketing) plan in the Project of the Year Competition. The students, advised by Dr. Jim Boles, developed an optimized marketing strategy for the local pharmacy with a goal of increasing market share locally. In addition, Dr. Dianne Welsch and Associate Professor Dr. Bonnie Canziani won the Distinguished Empirical Paper Award for their paper titled “Website Quality for SME Wineries: Measurement Insights.” To learn more about SBI, visit [smallbusinessinstitute.biz](http://smallbusinessinstitute.biz).

# Going Global:

## Bryan Students Visit then Host LSM Students

For the third consecutive Spring Break, students from the Bryan School and peers from the Louvain School of Management (LSM) at the Universite Catholique de Louvain received a global perspective on business through a unique, two-way study abroad program. The students work in virtual international teams, then visit the others' university to gain a perspective of doing business in their respective countries. The trips also include visits to businesses, cultural attractions, and historical sites in each country.



# Bryan School Builds External Affairs Team

Over the past four months, the new Office of External Affairs in the Dean's organization has been taking shape. Lead by Assistant Dean Joe Erba (formerly of the Management Department), the organization is charged with the marketing and communications of the Bryan School, graduate programs recruitment, and enhancing the relationships with our external stakeholders.

## Current members of the team are:

- John Chapman** - Director of Business Development for Executive Education
- Bramley Crisco** - Employer Relations Specialist
- Casey Fletcher** - Marketing & Communications Manager
- Pattie Hollinger** - Program Manager for Executive Education
- Mary Lesa Pegg** - Graduate Recruitment Specialist
- Alex Runyan** - Digital Marketing Specialist
- Lizzy Tahsuda** - Career Development Specialist

If you'd like to learn how you can work with the new Office of External Affairs, contact Pattie Hollinger at 336.334.3088 or [pjhollin@uncg.edu](mailto:pjhollin@uncg.edu).

# Best for Vets

The Bryan School is one of the best business schools for veterans, according to the Military Time's Best for Vets: Business Schools 2016 list. The school ranks third in North Carolina.

**“We are proud to be named among the best for vets, but we are most excited when veterans choose to become our students,” said Dean Banks. “They bring a wealth of experience into our classrooms, and greatly enrich our learning environment.”**



One such outstanding student veteran is Bryan School senior Seth Pfund-Kraus. When he arrived at UNCG he got involved in the Student Veterans Association, which helped him make the move from the Army to academia. He now works as assistant coordinator of UNCG's Veterans Resource Center.

“I do this because I'm a veteran myself, and I have fallen in love with the work,” he says. “I remember the issues I went through when transitioning to civilian life, and I want to help other service members achieve the same level of success.”

## Stay Connected

Don't loose touch! To receive a UNCG-connected email address that you can use for as long as you'd like, please visit [alumni.uncg.edu](http://alumni.uncg.edu).

Follow us on social media! The Bryan School is on Facebook, Twitter, LinkedIn, and Instagram. Send us a message or use your account to share your #UNCGBryanSchool story.



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**#2** Best Online Graduate Computer  
Information Technology Program  
(*MS in IT & Management*)  
in North Carolina  
2016-17 US News

**#3** Best Part-Time MBA Program  
for a public university in NC  
2017 US News

## Save The Date:

**Bryan Alumni Golf Tournament**  
October 8, 2016 @ 9 AM  
Bryan Park Champions Course  
Greensboro, NC

New this year – the Bryan Cup!  
Each year the winning team will  
have their name's etched into  
the Bryan Cup which will be  
displayed in the Bryan School!

Details: [bae.uncg.edu/golf](http://bae.uncg.edu/golf)

### Spartans Fuel Local Business *continued from page 1*

"The Bryan School has really embraced us," she says. "They are very involved in helping us recruit."

With assistance from the Bryan School, Megan is forging a new partnership. Hired to manage all aspects of childcare (including summer camps) for Mt. Zion Baptist Church, Preferred ChildCare was in immediate need of a large pool of qualified candidates. Megan reached out to her former professor, Joe Erba, who is now Assistant Dean for External Affairs.

"Megan's work with the Bryan School is an example of the collaboration available to all our alumni and stakeholders. We're reaching across campus to assist her in any way we can," he says.

Preferred ChildCare has achieved steady growth from the start. That's one reason Megan was recently chosen to participate in the Goldman Sachs 10,000 Small Business Program. Her commitment to growing her employees is another. She will be traveling to Babson

College throughout the year to learn and connect with other business leaders from around the country. Megan also was elected to the Board of Directors for the International Nanny Association. This spring, she will bring five of her nannies with her to a conference in Washington, D.C., where she will speak about how to build a winning team.

"Megan is the perfect example of what makes Bryan School alumni great; she rolls up her sleeves and gets the job done," Erba says. "When we say we develop principled leaders and exceptional problem solvers, Megan is a shining example of both. We're very proud of her and what's she's created."

