

“I’ll always be the 10th dean of the Terry College of Business”

George Benson accepted the presidency of the College of Charleston but made no secret of the fact that he was feeling separation anxiety at the thought of leaving Terry. He elevated the college in public B-school circles, and his revenue-generation model produced \$6.3 million in external revenue last year. He’ll be missed, but his legacy remains.

Where were you when you heard that George Benson was leaving

the Terry College to become president of the College of Charleston? Granted, losing a dean isn’t tantamount to a national disaster, and no one — not even Benson’s most ardent supporters — would suggest that the college has suffered a setback from which it can’t recover. And yet, after an eight-year run that saw Benson establish Terry as one of the enduring business school brands in public higher education, hearing he had accepted one of the head-hunter offers that periodically came his way was cause for concern among alumni, faculty, and staff.

“I’m concerned about George leaving in the same way I was concerned when his predecessor, Al Niemi, went to Alabama-Birmingham,” says Pat Pittard (BBA ’67), a member of the University System Board of Regents and the Terry Board of Overseers. “I wasn’t sure we could get a dean as qualified as Al — but we obviously did — so I think we

have to look at George leaving as an opportunity to keep building on the strengths and new programs that weren’t in place when he was hired.”

Entrepreneur. Pacesetter. Difference-

maker. Broker. Closer.

Benson, who grew up emulating a father who was both a businessman and a college professor, is all of those things and more. At the opening of Terry’s Executive Education Center in Buckhead in 2005, UGA president Michael Adams called him a risk taker, so add that to the list.

“George is a true visionary,” says Alumni Board Chairman Lowell White (BBA ’69), who remembers his first conversation with Benson shortly after he became dean.

“He said, ‘What do I need to do?’” White recalls, “and I used the word *inclusion*. He took it to heart, believe me, because so many of us have had a chance to serve the Terry College and give back to our alma mater.”

“I have a lot of energy,” Benson concedes, “and I like putting people together to make things happen.”

by KENT HANNON

photograph by TERRY ALLEN





"Terry is now a full-service business school in the sense that the college offers a variety of degree programs for people at different levels — people who work, people who don't work, on campus, off campus, evening programs, and weekend programs."

— George Benson

REVENUE GENERATION WAS KEY COMPONENT OF BENSON'S TENURE >

One of the things Benson set in motion even before officially taking over as dean was a revenue-generation model. Without it, he says, establishing Terry as a brand would've been much more difficult.

"I used to talk about the Terry College, as I first saw it, as being a meat-and-potatoes business school," says Benson. "What I meant was that it wasn't a full-service business school. It focused on the basics, on turning out entry-level people, whether it was entry-level people out of undergraduate, MBA, or Ph.D. programs. We did nothing much to speak of beyond that. We weren't there in the sense of continuing education or life-long learning; we weren't there for alumni at different stages of their careers."

When it became clear that Benson was the leading candidate to become the next dean back in 1997, the faculty talked to him about creating a customized MBA program for the consulting side of PricewaterhouseCoopers.

"I told them I would do everything I could to support it once I got there," says Benson, who actually helped interim dean J. Don Edwards seal the deal before becoming dean. "Some of the senior executives at PWC had come to Athens to discuss the possibilities and make a decision. We took them to dinner at the country club, they took me aside toward the end of the evening and said, 'We're going to do this.'"

The PricewaterhouseCoopers Consulting Group has since been bought out by IBM, so it's now a customized program for IBM Business Consulting Services. This fall will mark its 10th year.

"When it started, I fully expected it to last three to five years because those things sort of come and go," says Benson. "For it to have lasted 10 years is remarkable."

The PWC/IBM program signaled a new era of outreach for the Terry College, but Benson — who had taught in executive programs before coming to Terry — had more on his mind than continuing education. He saw MBA programs and executive education as sources of supplemental revenue.

"I had gone through the ups and downs of state tax dollars when I was a faculty member at the University of Minnesota and then as dean at Rutgers," says Benson. "Of the five years I was at Rutgers,

we had no raises for three years. So you can imagine how difficult it was to motivate people. We struggled. Tax revenues fell, dollars to the university fell, the faculty suffered, the staff suffered, and I suffered."

Benson told that story during his get-acquainted session with UGA faculty at the Chapel prior to taking the Terry job.

"I warned the faculty that we needed to try to buffer ourselves from the whims of the state and its revenue flow. At that time, the University of Georgia had just finished its fourth 6 percent raise in a row. I've never heard of that anywhere, and UGA hasn't seen raises of that magnitude since. Not even close."

Benson says he could literally see some people in his Chapel audience yawning.

"They were thinking, *What's Benson talking about — the need for revenue generation — when the state takes good care of us?* But it didn't take long. We hit the recession in 2001 and we were doggone glad we had those revenue programs going."

Terry wasn't immune to the downturn in the state's economy, but Benson's ever-widening MBA and executive programs portfolio has provided a strong economic cushion. When he became dean in 1998, Terry generated roughly \$275,000 a year in external revenue. In 2006 — thanks to the success of programs like Terry's Executive MBA and Evening MBA — revenue from external programs had jumped to \$6.3 million.

"Revenue generation was a key element in establishing the Terry brand," says Benson. "It gave us a reason to advertise in the *Atlanta Business Chronicle*, to run Terry ads on the radio, to put up Evening and Executive MBA billboards on I-85."

BUSINESS PROS ADD REAL-WORLD EXPERTISE TO TERRY CLASSROOMS >

Benson recognized from the outset that executive programs would benefit alumni, who needed continuing education, and also help the college, which needed new revenue streams. Another idea with a dual focus is the Executive-in-Residence program, which Benson also hatched before becoming dean.

In May 1998, prior to his start date of July 1, Benson flew to Georgia to speak at Terry's alumni awards luncheon.

"We did the opening of the new Coca-Cola refreshment center



(above) Pittard, shown at Benson's farewell party, is a member of the current dean's search committee, and in 1997 he volunteered the services of his firm, Heidrick & Struggles, to handle the search that brought Benson to UGA. (right) A \$2 million gift from retired Coca-Cola executive Earl Leonard, shown with Leonard Leadership Scholar Drew Fulton, helped create the Institute for Leadership Advancement.

in the morning," Benson recalls, "and that's when I met Earl Leonard, a senior executive at Coca-Cola. I had the opportunity to see the quality, the ideas, and the substance of the man — and I asked him right then and there to be Terry's first Executive-in-Residence."

Leonard (*ABJ '58, LLB '61*) isn't a Terry grad; his UGA degrees are in journalism and law. But after decades as a member of Coca-Cola's senior management team, Leonard has a battlefield MBA. He put Terry's Executive-in-Residence program on the map by being a tireless and invaluable mentor to Terry students — and his \$2 million gift to Terry established the Leonard Leadership Scholars Program.

The genesis of Terry's leadership program was a July 1998 luncheon at the Cherokee Town Club with eight or 10 senior executives from Atlanta in attendance — including Leonard, who got into a discussion about his impressions of the students Coca-Cola was hiring. He said the Terry students were very good and so were the students from Duke, Georgia Tech, Emory, Harvard, and wherever else Coca-Cola was hiring.

But then Leonard clarified what he was really saying.

The students were all very good *technically*. They understood how to run a spreadsheet, they understood accounting principles, they understood how to run regression analysis to do forecasting. What they were lacking were some of the softer skills, the communication skills, the ability to influence other people, the ability to negotiate, to think broadly across the organization, to think strategically.

"All those things were swirling around in this discussion," Benson recalls, "and Earl's exact words were, 'George, if you can do something about this, I will help fund the program.'"

A lot of other companies were saying the same thing, so a committee was created. It met for the better part of a year, off and on. At first, when committee members looked at what they thought was missing in job candidates, they weren't using the word *leadership*. It eventually bubbled up out of the discussions, as a way to summarize all the different characteristics that

Terry graduates need to have. Out of those discussions came the idea for the Institute for Leadership Advancement. Terry didn't

invent leadership as an academic discipline; every B-school in the country claims that it teaches and develops leaders. By creating ILA, Terry has taken leadership training a step further.

"Terry isn't just teaching students about leadership, it's giving them experience with *leadership behaviors* to help them become leaders," says Benson, who allocated funds so that paid professional coaches from the business world could provide one-on-one mentorship to Terry students.

"When it comes to leadership," Benson adds, "Terry wants its students to actually do it, not just read about it. So toward the end of their college career, they're sent out into the community to actually develop leadership programs in various organizations. For example, recent capstone service learning projects have been implemented at the Athens Justice Project, the Shepherd Center in Atlanta, and Brookstone High School in Columbus."

Business executives like Earl Leonard have made contributions to Terry's academic program going all the way back to Al Niemi's Practitioner Lecturers program. Retooled under Benson's leadership, the Executive-in-Residence program now has five participants, the most recent addition being former Procter & Gamble Vice President Steve Goodroe (*BBA '71*), who, because of a series of international assignments for P&G, had lost touch with his alma mater and the Terry College. Goodroe recently wrote Benson a letter thanking the dean for reconnecting him with both.

"Until I met you," Goodroe wrote, "I had been on UGA's campus exactly four times since my student days. I had attended three UGA football games, plus the gold medal soccer match at the '96 Olympics."

Goodroe's letter went on to say that he was not very academically focused as an undergraduate, in part because he had to work his way through school:

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— Pat Pittard (*BBA '67*)

University System Board of Regents, Terry Board of Overseers



(left) Terry's Executive Education Center will be one of the enduring legacies of Benson's tenure. (below) Beneficiaries of the new center include Yvonne Riner, who was able to continue working at her job in Atlanta while studying for her Executive MBA, one of several Terry programs that is headquartered at the center.

CHARLEY AKERS



TERRY ALLEN

"As the years went by and my career flourished, I often thought back to my days in Athens. In a strange sort of way, I think the real reason behind the commitment I've made to Terry/UGA over the past few years is the chance to get it right the second time around. On one hand it is about giving back; on the other, it is very much about getting what I missed the first time. For this, I thank you."

Talk about inclusion. Since meeting Benson in a Sanford Stadium sky suite in 1999, Goodroe's activities have included speaking in the executive lecture series, addressing undergraduate and MBA classes, teaching an Executive MBA class, and serving on various Terry boards, including MMR/Coca-Cola Center for Marketing Studies. He delivered the graduation address to last year's MBA class, and he also mentors students as an Executive-in-Residence.

Backed by this kind of alumni support and by a collegial faculty, Benson established Terry as a perennial top 20 finisher on the *U.S. News & World Report* list of the nation's best public B-schools. A number of Terry departments are also ranked in the *U.S. News* top 20; two of them — Real Estate and Risk Management & Insurance — currently rank No. 2 in the country behind only Wharton.

"One of George's main accomplishments was making the Terry College relevant and vital to the Atlanta business community," says Pittard, whose alumni involvement includes teaching an Executive-in-Residence class. "Over the years, I've heard a lot of people singing the praises of 'that fireball business dean at UGA.'"

As for that meat-and-potatoes business school that the fireball dean inherited, it's a thing of the past.

"Terry is now a full-service business school," says Benson, "in the sense that

the college offers a variety of degree programs for people at different levels — people who work, people who don't work, on campus, off campus, evening programs, and weekend programs."

As recently as 2000, if you wanted to get an MBA degree from the University of Georgia — and you worked in Atlanta — you had to quit your job and move to Athens.

"So obviously Terry didn't have many MBAs coming out of Atlanta," says Benson. "As a result, Georgia State, Georgia Tech, Emory, and Kennesaw all moved ahead of Terry in terms of the number of MBAs percolating up through organizations in Atlanta. Terry has now turned that tide. As somebody from Georgia Tech said, 'The big Dawg is awake!' My hope is that the next dean can keep the ball going in that direction. Don't let the big Dawg fall asleep because they'll be all over us."

Georgia State has been particularly competitive.

"They've continued to answer every time Terry rings the bell," says Benson. "Terry put its Executive MBA in Buckhead, so Georgia State put theirs in Buckhead."

PROGRAMS LIKE DIRECTORS' COLLEGE HAVE EXPANDED TERRY'S REACH >

Benson's tenure will be remembered for a number of important legacies — branding the Terry name (see p. 26), expanding MBA and executive programs and the revenue they generate, encouraging alumni involvement, expanding the statewide Economic Outlook Luncheon series (see p. 32), and establishing the Terry Third Thursday speaker series, as well as a Directors' College for corporate boards, and UGA's new Music Business Certificate Program.

Directors' College, Terry's most significant foray into non-credit education, is deserving of — and getting — national attention.

"It was successful from the very first year," says Benson, "and it gave the college an opportunity to go all the way to the tip top of the corporate food chain, to the people that corporate boards and CEOs report to. There's no higher place to go within the world of capitalism that Terry operates in — and teaches about — than corporate directors."

In that first year, the room was full for Directors' College programs, but the attendees were primarily people from metro Atlanta — CEOs, senior executives, directors from small-to-medium firms. Then the Enron debacle hit, and almost overnight the whole world began to focus attention on corporate governance — and Terry was already there. Vanderbilt and Duke started programs, and they were looking to see what Terry was doing. Suddenly, Terry had people

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— Steve Goodroe (BBA '71)
former vice president, Procter & Gamble
Terry Alumni Board

signing up for the Directors' College from all over the country.

"Terry probably has the best national directors program that we work with — and its directors come from more different states than anyone I can think of," says Roger Raber, CEO of the National Association of Corporate Directors. "Not only is it the most national, but Terry's program probably has the most directors — 40-50. Not prospective directors, not wannabe directors. Terry has practicing directors from companies all over the country coming into its program."

A number of programs were in place before Benson was hired — for example, the Trucking Profitability Strategies Conference, which is a major event in the trucking industry, and also the Southeastern Bank Managers and Directors Conference. Recently, the college created the Executive Program for Financial Planning Certification, which prepares people in a rigorous manner to sit for the Certified Financial Planner exams.

"When customers like Sun Trust Bank were told about the CFP program," says Benson, "they said, 'It's great that Terry is doing this in Atlanta. We certainly would be interested, but what about our employees in other states — Florida, South Carolina — what do we do about them?'"

Solution: Offer an online version of the CFP program.

"Charlie Squires and his people in Executive Programs found a way to pull that off," says Benson. "They found a consulting company that already had a version. A partnership was formed, materials were converted to Terry standards, and the college now has an online CFP program that can be taken worldwide (see related story on p. 10)."

CFO Roundtable fits into Terry's set of executive offerings, but it's not one where the college directly makes any money; it receives sponsorships instead. Terry's partners in this venture are Cushman & Wakefield, Hunton & Williams, Accenture, and Grant Thornton. The original idea came from two former Executive MBA students — John

PROPOSED TERRY COMPLEX WOULD CREATE NEW BUSINESS LEARNING ENVIRONMENT

The Terry College can point with pride to the fact that it has become a perennial top-20 finisher in public business school rankings. What makes that achievement even more impressive is that Terry has done it with sub-standard facilities. Terry suffers from a lack of space, and what space the college does have is outdated and lacks modern amenities, which has an impact on every phase of the college's operation. To improve the college's academic product, increase faculty-staff productivity, enhance faculty and student recruitment — and, ultimately, to enable the college to move into the top 10 among public B-schools — Terry needs a new home.

With that goal in mind, the university has given Terry the go-ahead to develop a site plan for a multi-building complex at the corner of Lumpkin and Baxter at the heart of campus. Located across the street from the Student Learning Center, the site can accommodate up to 400,000 square feet of facility, while still allowing for green space similar to the North Campus quad. Given its proximity to the current Terry College site, which includes Brooks Hall, Sanford Hall, and Caldwell Hall, this new site gives Terry the flexibility to construct and occupy buildings in stages.

The exact configuration of the proposed complex — and the price tag — is still in the discussion stage. How the complex will be paid for is also up in the air. But all parties agree that Terry needs new facilities — particularly from the standpoint of students.

"Buildings are an integral part of students' quality of life, and the current Terry complex doesn't offer any place for students to study," says Benson. "Where can they actually sit down at a table or desk to do some work? There's a small lounge for our MBA students and a refreshment center with vending machines. But it's not much bigger than the dean's office. Terry has 18 undergraduate organizations, and there isn't one square inch of space for them — no place for a desk, conference room table, filing cabinet, computer, or telephone." Facilities are also a key factor in getting students to choose Terry in the first place — particularly in the area of graduate program recruitment, says Benson. "MBA students come in, they interview, they evaluate, and they choose a place to go to school based, in part, on what the amenities are like, what the quality of their campus life will be like."

Other B-schools have it better by comparison.

"Look at the University of Minnesota, which continues to put up new buildings," says Benson. "They opened a huge, atrium-centered facility in the 1990s — with fireworks going off inside at the opening ceremonies — and they just broke ground for a new undergraduate complex. Ohio State, Indiana, Texas ... pick almost any top 75 B-school and they have better facilities."

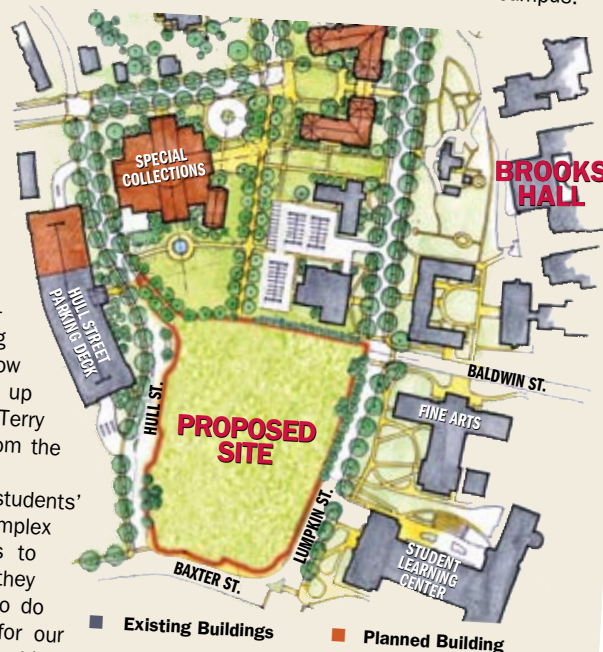
Brooks Hall houses just two classrooms, faculty offices are spartan and cramped, and there's no place to host indoor receptions. For a major event, the college has to put up a tent — in front of Brooks or on Herty Field. If the weather is bad, it still has to be in the tent.

"Terry is also landlocked — it's a business school that you can't drive up to," notes Benson. "And it's gated, with no place to park. That's a real problem because Terry may have more interaction with the general populace than any school or college on campus — particularly in terms of the business community. Terry has 250-300 outside speakers come through every year ... where do they park? Recruiters come to campus to interview and hire our students ... where do they park? There's no place where the streets of Athens connect with the Terry College. And that's a significant issue for a school that is a conduit to the outside world."

Terry could also use a commons area where faculty and students can run into each other, where they can sit down for a cup of coffee together — or where students can study together in a group. Some level of food service would be nice, too. Vending machines aren't sufficient.

"What Terry desperately needs is an infusion of new facilities that will enable the college to create a learning community," says Benson. "If that happens, Terry will become a top-10 public business school. Without quality facilities, it will not happen." ■

— Kent Hannon



O'Neill and Christopher White of Cushman & Wakefield.

"That's one of the many ways that the Executive MBA program pays off for the Terry College," says Benson, "because you're dealing with fast-trackers, people who have been out of school for awhile, who are important to their organizations — and they can become powerful alumni right away because they're going to be moving up the organization."

The CFO Roundtable program started with about 20 chief financial officers. It's a lunchtime event at Terry's Executive Education Center in Buckhead. People arrive at 11:30, they network for a half-hour, then grab a box lunch and head into one of the facility's high-tech classrooms. Typically, there's a panel discussion that might be about some aspects of Sarbanes-Oxley or perhaps out-sourcing. The audience gets to participate in a Q&A session and the whole thing is taped. People who need a copy of the discussion can get a transcript. The program ends by 1:30, and everyone goes back to work.

"The program has now tripled in size to 60-some participants," says Benson. "At the year-end dinner, with 150 people in attendance, the college recognized the CFO of the Year in Atlanta, which to my knowledge had never been done before. The award went to Gary Fayard, CFO at Coca-Cola."

Support from faculty is essential if new programs are to be successful, and Benson gives the Terry faculty high marks in that regard.

"Across the three institutions where I've spent most of my career — Minnesota, Rutgers, and Georgia — this was the easiest of those three faculties to work with," says Benson. "I wasn't dean at Minnesota, but I saw the tensions. At Rutgers, the faculty was very good, but there was more of a sense of individualism. Faculty members lived all over the place, from upstate New York to Long Island to Philadelphia. They commuted in, and you didn't have the same sense of camaraderie that Terry has."

"The Terry faculty is very interested in helping; they're very concerned people who go out of their way to help launch new programs. The dean's office can't do it. A large part of the dean's responsibilities is to find the opportunities, bring them into the college, vet them, and then pass them off to a champion — somebody who'll run with them, whether it's a revision of the MBA program, the launching of an EMBA, or the new Music Business program. Terry people are always willing to step up and go beyond the call of duty."

Fundraising for the new Terry complex (see sidebar on p. 23) is obviously a point of emphasis right now, but Benson says that doesn't mean the need for academic support goes away.

"Particularly when you're talking about chaired faculty," he says.

"The number of endowed chairs at Terry is currently less than 30, a number that needs to be increased. The college needs to bring in some top-notch faculty from around the world — as many as six new chaired faculty, if possible."

What the college has to be mindful of, says Benson, is the current tendency in higher education to award chairs to faculty who are already at your institution in order to retain professors you can't afford to lose.

"It's fine to do that in certain situations," says Benson, "but some endowed chairs have got to be used to bring in new blood. It's not that Terry needs six more endowed chairs, it's that Terry needs six new faculty of that stature from the outside."

JOB OFFERS A SIGN THAT THINGS ARE GOING RIGHT AT TERRY >

In 2004, the University of Arizona business school offered Benson a sweet deal that would've nearly doubled his Terry salary. He turned it down, just as he had the presidency of the University of Missouri-St. Louis.

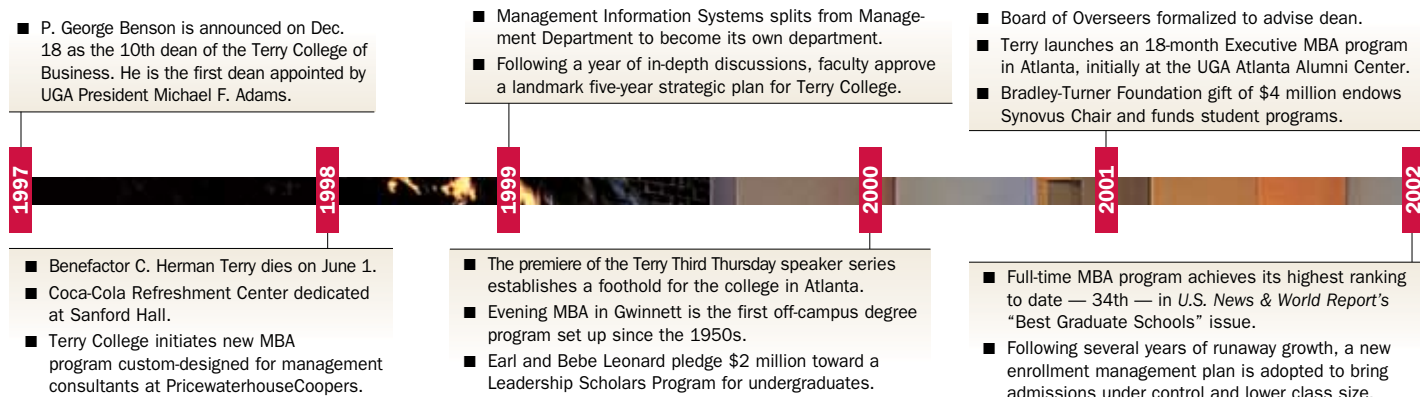
"I realized then that I didn't need something else, that there was enough on my plate here at Terry — enough friends, enough excitement — to keep me happy," Benson recalls. "This is a very substantive place with a very long agenda and a lot of things still to get done. I thought then that I would stay and play it out. There was no thought of anywhere else."

Given Benson's age — he recently turned 60 — and the fact that he frequently described his UGA position as "one of the best jobs in all of higher education," the Terry faithful can be excused for thinking the college was bullet-proof with regard to losing their popular dean. But at the time he was being courted by the College of Charleston, Benson was also mulling over a presidency offer from a prestigious private institution in the northeast. A school in the Southeastern Conference with a presidential opening had come calling, too.

On Nov. 1, after considerable soul searching, Benson and his wife Jane flew to Charleston to hammer out the last details of a contract that would make him the new president of the College of Charleston. A press conference was scheduled, and Benson was asked to say a few words to a group of 300 alumni, faculty, and friends of the College of Charleston who were jammed into Alumni Hall. When the applause subsided, Benson repeated his familiar refrain about Terry being one of the best jobs in all of higher education.

"It took a very special opportunity to pull me out of that situation," he told his new constituents. "And this is it."

At a holiday party in Athens a few weeks later, Benson expressed





COURTESY: COLLEGE OF CHARLESTON



TERRY ALLEN

(left) Photographed on the College of Charleston campus, Benson's parting thoughts included high praise for the Terry faculty: "They're very concerned people who go out of their way to help launch new programs. Terry people are always willing to step up and go beyond the call of duty." (above) Benson was ably supported by a devoted group of dean's office personnel that included (from left): Roxanne Kling, Joanne Waldron, Beth Williams, and Betty Pharr.

"One in particular said, 'George, you probably didn't realize this, but we've been watching very closely what the Terry College has been doing — and we've learned a lot!' I got two or three notes to that effect."

Steve Forbes, the keynote speaker at the recent Economic Outlook Luncheon, also weighed in. When he learned that Benson was leaving, he saw something good in it.

"The fact that people are looking to raid the personnel of the Terry College shows that things are going well," said Forbes.

Finding a worthy successor to Benson is Terry's next challenge.

"When I graduated from the Terry College, it was a good business school," says Goodroe. "It is now a great business school, thanks in no small part to George. I would like to see us move to the very top of the public business school rankings, right up there with Michigan and Virginia. If we find another George, we will make it to the top. We cannot afford to settle for less."

In mid-February, Benson attended his last Alumni Board meeting in Atlanta. On the ride home to Athens, he was asked to assess his eight-year tenure at Terry. Interrupting before the questioner could finish the sentence, Benson sounded like a man trying to make the most of a treasured experience that had just ended.

"It was eight and a half years ... almost nine, in fact!" he said, then paused for a moment. "I'll always be the 10th dean of the Terry College of Business. That's my Super Bowl ring ... it's something that can never be taken away from me! And as the 10th dean, if the Terry College ever needs me, I'll always help — even from afar." ■

his appreciation to a roomful of Terry staffers by telling them what was running through his mind in Charleston that day.

"It sounded to me like they clapped for five minutes ... in reality, it was probably more like 30 seconds," said Benson. "But as I stood there waiting for them to stop, one of the thoughts that went through my mind was, *Why are they clapping?* What I realized is that they weren't really clapping for me; they were clapping for the potential that I represented. They were clapping, in effect, for the Terry College of Business — for all that's been accomplished by the faculty, the staff, and the leadership team at Terry."

Always professional and somewhat reserved by nature, Benson grew more and more emotional as his tenure at Terry drew to a close. Speaking to faculty, staff, alumni, and friends at his farewell party in January, he was near tears when his wife Jane piped up with a wisecrack that broke the tension and made everyone in the room laugh, Benson included.

Since his decision to leave was made public, Benson says a number of UGA deans have paid their respects.

- Terry's Directors' College is the first to be accredited by Institutional Shareholder Services for board director education in the Southeast.
- A Terry MBA team pitching the KidSmart Vocal Smoke Detector brings home the grand prize from the prestigious Moot Corp business plan competition.

2003

2004

- Accounting professor Mark Dawkins is announced as Terry's first director of diversity relations.
- The Master of Marketing Research program celebrates its 25th anniversary at Terry, still regarded as the nation's foremost graduate program for market researchers.

- Full-time MBA program launches curriculum overhaul emphasizing "behavioral approach to teaching leadership."
- Terry College adds its name to the Atlanta skyline with the grand opening of the Executive Education Center on Lenox Road.
- MBA team wins National Black MBA Association Case Competition.

2005

2006

2007

- Two new certificate programs added: Music Business (for students) and Certified Financial Planner (for executives).
- Terry tops all UGA academic units with record \$9.5 million in gifts.
- Dean George Benson accepts offer from the College of Charleston to become the school's 21st president.