



# transform

SPRING | SUMMER 2022

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# Greetings

## GATTON ALUMNI AND FRIENDS,

I am delighted to share with you the 2022 spring/summer issue of Transform magazine. This spring, the Class of 2022 consisted of over 950 undergraduate and graduate students, who walked across the stage at Rupp Arena. We enjoyed watching Gatton alum, Terry Woodward, '63, receive the degree of Honorary Doctor of Humane Letters from the University of Kentucky.

In this issue, you will find highlights of our ongoing support for research and increased partnerships with the university and local community. A study led by researchers at Stanford recently listed five of our current faculty as part of the top 2% most cited academics in the world.

One of our goals is to expand broad and meaningful research that impacts the well-being of society. In addition to research, we feature academic collaboration with a Kentucky highlight – the bourbon industry. This semester, two of our faculty and an alum presented at the James B. Beam Institute for Kentucky Spirits' annual Beam Industry Conference. The college is in process of developing executive course offerings with the DISCUS Academy—a

membership organization that provides education and training for the distilled spirits industry.

Spring is full of celebrations, and last month the college was honored to celebrate the 2022 Alumni Hall of Fame by inducting new inductees, Laura T. Boison, '77, '82 (MBA) and Gary A. Smith '83, '22 (MBA). This year's Distinguished Young Alumni recipient was awarded to Edward M. Berry, Jr., '13, '14 (MBA).

With the help of our generous donors and friends, One Day for UK successfully gifted more than \$456,000 to provide the opportunity for Gatton students to continue to achieve excellence through a multitude of experiences. A huge thank you to all donors for making this one day of giving a success!

As we approach the summer months, we wish you and yours a relaxing season. At Gatton College, we share a deep sense of gratitude for our alumni community who continue to be key partners in what our college has been, and what it will be.

**Simon Sheather, Dean**



#### Dean

Simon Sheather

#### Senior Director of Philanthropy & Alumni Relations

Nicole Cartier

#### Director of Marketing & Communications

Michelle L. Lowe

#### Contributing Writers & Editors

Michelle L. Lowe

Dorian Martin

Lindsey Piercy

Lucy Tepper

Camile Turner

Le'Shae Robinson

#### Designer

Lynsay W. Christensen

#### Photography

Castle & Key Distillery

Sugar Maple Photo

Shaun Ring Photography

UK Athletics

University of Kentucky Public Relations

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## Continued Legacy of Gatton Excellence



**AACSB**  
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The Gatton College of Business and Economics at the University of Kentucky has maintained its business accreditation by AACSB International—the Association to Advance Collegiate Schools of Business. Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's and doctoral degrees in business and accounting. AACSB accreditation is the hallmark of excellence in business education and has been earned by only 5% of the world's business programs. Today, there are more than 900 business schools in more than 100 countries and territories that maintain AACSB Accreditation. Similarly, 190 institutions hold an added specialized AACSB Accreditation for their accounting programs.

"Throughout its history, our outstanding faculty in the Gatton College of Business and Economics have prepared graduates to be leaders in the global, interconnected world of business," Robert DiPaola, UK acting provost, said. "This reaccreditation affirms that the legacy of excellence in this college is as strong as ever; it continues



# GRADUATE OFFERINGS

## PROGRAMS

- ACCOUNTING
- FINANCE
- MARKETING
- SUPPLY CHAIN MANAGEMENT
- STRATEGIC HUMAN RESOURCE MANAGEMENT AND ANALYTICS

## CERTIFICATES

- BUSINESS ANALYTICS
- HUMAN RESOURCE MANAGEMENT

**NEXT PROMOTION.  
NEXT CAREER PATH.  
NEXT VENTURE.**

to play a crucial role in our mission to advance Kentucky.” For nearly 100 years, the University of Kentucky’s Gatton College of Business and Economics has been preparing graduates for the ever-changing business world.

The college houses bachelor’s, master’s and doctoral degree programs within five academic units: Finance & Quantitative Methods; Management; Marketing & Supply Chain; Economics; and the Von Allmen School of Accountancy. A member of the AACSB International, Gatton College has been accredited since 1926 to offer undergraduate and graduate programs in the business disciplines and since 1988 for undergraduate and graduate accounting programs.

“We are very proud and delighted to receive this

wonderful news that both the Gatton College of Business and Economics and the Von Allmen School of Accountancy will continue their separate accreditations for a further five year period,” said Simon Sheather, dean of Gatton College. “This demonstrates the ongoing team effort and commitment to excellence that marks the approach of our faculty and staff—ensuring that all of our students, undergraduate and graduate, receive a high-quality business education which prepares them for the next step in their lives.”

To learn more about Gatton College of Business & Economics at the University of Kentucky, visit <http://gatton.uky.edu>. Or to learn more about AACSB International accreditation, visit the accreditation section of the AACSB International Web site at: <http://www.aacsb.edu/accreditation/>.

# GATTON RESEARCH

AUTHOR | DORIAN MARTIN

Already one of the world's premier business schools, the University of Kentucky's Gatton College of Business and Economics continues to find ways to redefine the role of research. This shift opens new and exciting opportunities for faculty to use research to address pressing organizational and societal issues. As part of this effort, the college also is increasing the visibility of its research across campus and enhancing opportunities for undergraduate students to learn more about the research process.

Historically, higher education has used a narrow definition to measure research quality. "Traditionally, research excellence has been measured based on where you publish your research," said Associate Dean for Research and the Carol Martin Gatton Professor of Marketing John Pelozo. "We do publish in the best journals in the world, so we've always had that level of excellence."

Using this traditional metric, Gatton College continually ranks in the top 50 among North American public universities. "Others in our field know our work, and other experts in the field use our work to build their own. In fact, a study led by researchers at Stanford recently listed five of our current faculty as part of the top 2% most-cited academics in the world."


## A Broader Definition of Impact

However, in a rapidly changing world facing pressing societal issues, opportunities are quickly emerging to have an even broader and more meaningful influence on practice. To this end, Gatton College is expanding its view of research so faculty can play an important role in creating cutting-edge initiatives and programs.

Staying true to its mission, the Gatton College's definition has expanded to include influencing managerial practice and societal outcomes. "Each of those are embedded in academic impact but they're now codified as impacts in their own right," Pelozo said.

To increase its influence on managerial practice, the college is building and enhancing relationships with industry partners and publishing outlets, such as the Wall Street Journal and Forbes, which are geared toward practitioners. Additionally, faculty who focus on research that affects managerial capacity are rewarded as part of tenure and promotion decisions.

Societal impact also differs from the traditional focus of college of business. "We have people who work in fields such as pro-social behavior, sustainability or corporate responsibility



John Pelozo,  
Associate Dean for Research

initiatives. These are areas that are not often associated with colleges of business, but we feel that we can have a positive influence in the world," Pelozo said. "We're making a concerted effort to develop, reward and recognize people who are doing research that impacts the well-being of society."

## Increased Interdisciplinary Research

The Gatton College also is embracing opportunities for interdisciplinary research beyond higher education's traditional borders of a department or college. "Often the projects that have the biggest impacts are the ones that have multiple perspectives, either across departments in the college or with other colleges," Pelozo said. "Those types of initiatives tend to address bigger problems and cause bigger ripple effects."

Faculty are already embracing these interdisciplinary opportunities. For example, Ajay Mehra, Ph.D. and his co-authors published an interdisciplinary paper on how gender and rank shape interactions on social media. Additionally, David Hardesty, Ph.D. was recognized as the 2020 Outstanding Reviewer Award for The Journal of Consumer Research, an

## "We're bringing people together in ways that try to foster collaboration in order to have those impacts."

interdisciplinary journal that spans the fields of psychology, marketing, sociology, economics, communications and anthropology.

The college also is encouraging its own faculty to share datasets, methods and expertise between departments. "We're bringing people together in ways that try to foster collaboration in order to have those impacts," Pelozo said.

### Involving Undergraduates in Research

The Gatton College continues to make a concerted effort to build opportunities for undergraduates to engage in research. "We've always had graduate programs, particularly doctoral programs, where it's been research intensive," Pelozo said. "And we've always had informal relationships between faculty and undergraduates where there might be self-directed studies or people who will have one-on-one relationships with

undergraduates who were particularly interested in research."

Working with the university's Vice President for Research Office and the Office of Undergraduate Research, and matching funds from the Dean's Office, over \$20,000 has been allocated to create a program that deliberately matches undergraduate students with faculty. During Spring/Summer 2022, 13 undergraduate students are working on projects with 10 Gatton faculty members.

This program is unique to Gatton. "The way that we've set up our undergraduate program — which is a little bit different from others at our university — is that they are all faculty-led," Pelozo said. "Our faculty identify undergraduates and invite them to participate in a project and then give students specific direction under a project."

This undergraduate program will give students an opportunity to participate in a rigorous research project, where they will be exposed to best research

practices. Ultimately, students will take this knowledge into their careers, which will benefit their employers. "There are many ways that those faculty-infused research perspectives will help our undergraduate students, whether they choose a research career or not," Pelozo said. "Anyone who will be working with data or analysis after graduation will benefit, because faculty will have invested a lot of time developing undergraduates through this research project."

### Sharing Excellent Research

The college also has launched the Gatton Research Excellence Series to highlight its growing number of outstanding faculty researchers who are doing cutting-edge research. The speaker series, which was initiated during the 2021-22 academic year, connects business research excellence to thought leadership. These events are open to all students, faculty, staff, alumni, corporate partners and the public.

These events are designed to increase connection both internally within Gatton and the university, as well as externally

#### Spring 2022 Gatton Research Excellence Series



across Lexington, the state, the nation and the world. “We’re trying to work across undergraduates, graduates, faculty — and even outside of Gatton — to make those connections,” he said. “All of that is happening under a concerted effort of being more deliberate about how we tell our story to our external audiences from around the world. I think it’s useful that people — whether it’s our employers in the business community, regulators or the general public — get a sense of the value we create here as researchers.”

These sessions, which were held in both the fall and spring semesters, focused on sharing research that is having managerial or societal impacts. The 2021-22 series featured: Dr. Huiwen Lian on abusive leadership; Dr. Lala Ma on the consequences of pollution; Dr. Felipe Benguria on the U.S.-China trade war; Dr. Nargess Golshan on machine learning in accounting; Dr. Yunke Mai on evolutionary game theory; Dr. David Sovich on household debt; and Dr. Mikhail Wolfson on team dynamics.

Scan code to watch these sessions.



## Creative Research Activities for Faculty

Gatton College offers specific financial support to faculty, thanks to financial backing from the University of Kentucky Vice President for Research Office and matching funds from the Gatton College’s Office of the Dean. These small grants typically aid faculty who are in the early stages of their research or are close to publication. Faculty have tapped this fund, which began five years ago, to resource their research in a range of ways, from purchasing industry datasets to access to cloud computing.



# Gatton Faculty Awards

The Gatton College annually presents awards to recognize research excellence. In 2022, the college initiated two new research awards that recognize managerial impact and societal impact.

## SOCIETAL IMPACT RESEARCH AWARD

**Dr. Monika Causholli**  
*Department of Accountancy*

Dr. Monika Causholli, the Deloitte associate professor of accounting, studies auditing, corporate governance, financial reporting and regulation. Her most recent co-authored paper, “The Role of Assurance in Equity Crowdfunding,” found that startups are more likely to raise capital and attract investors if they engage a CPA firm to review or audit the company’s financial statements. Additionally, by having CPA-provided assurance, the companies’ odds of survival into the next phase of their lifecycles increases. This paper was featured in a 2021 article in *Forbes* and was cited in the SEC 2020 Final Rule on Facilitating Capital Formation and Expanding Investment Opportunities by Improving Access to Capital in Private Markets.

## RESEARCH PRODUCTIVITY AWARD

**Dr. Will Gerken**  
*Department of Finance and Quantitative Methods*

Dr. Will Gerken, PNC Endowed Professor and Real Estate Endowed Professor, studies financial advisors, financial misconduct and governance. Since 2018, he’s had five papers published in *Journal of*

*Financial Economics*, *Journal of Financial and Quantitative Analysis*, and *Journal of Finance*. Additionally, Gerken has one paper accepted and in production in *Review of Financial Studies*, as well as five current working papers. The associate professor’s work has been cited over 600 times as of April 2022, according to Google Scholar.

# Kristine Hankins

## named Gatton's 2022-2023 University Research Professor

Established by the University of Kentucky Board of Trustees in 1976, the University Research Professorships program recognizes excellence across the full spectrum of research, scholarship and creative endeavors at UK.

College leadership developed criteria for excellence within their area of expertise, and then nominate faculty who excel at these criteria.

Dr. Kristine Hankins, the William E. Seale Endowed Professor of Finance, is a leading authority in corporate finance and risk management. Her

research has been published in premier journals, such as *Journal of Financial Economics*, *Review of Financial Studies*, and *Management Science*, and she currently serves as managing editor of the *Journal of Corporate Finance*. Underscoring both her academic versatility and her work's relevance to the field of corporate finance, she has been published in *Harvard Business Review* and cited in *The Wall Street Journal*. In addition to many research prizes and lead article recognitions, she regularly is a featured speaker at both

national conferences. Dr. Hankins also co-founded the UK Finance Conference, which has quickly become one of the most selective, high-profile finance conferences in the profession with a 3% acceptance rate and presenters hailing from world-class academic institutions such as the University of Chicago, Harvard, MIT and London School of Economics. Most recently, she is spearheading the new Gatton Women in Finance Summit.



### ACADEMIC IMPACT RESEARCH AWARD

**Dr. Kristine Hankins**  
*Department of Finance and  
Quantitative Methods*

Dr. Kristine Hankins, the William E. Seale Endowed Finance Professor, studies corporate finance, corporate risk management, and methodology issues. Prior to her academic career, Kristine held positions with Merrill Lynch's Private Equity Group and PricewaterhouseCoopers' Financial Securities Litigation practice.

### JUNIOR FACULTY AWARD

**Dr. Mikhail Wolfson**  
*Department of Management*

Dr. Mikhail Wolfson's work focuses on the complex and critical nature of working in teams. The Vernon Smith Fellow in Management is studying the interactions of a wide range of teams — including surgical, ICU, professional cycling, military, and students — to analyze team composition, informal learning, human capital resources, network analysis and unobtrusive measurement.

### MANAGERIAL IMPACT RESEARCH AWARD

**Dr. Susan Zhu**  
*Department of Management*

A leader in social network analysis, Dr. Zhu studies workplace decision-making, recruitment and staffing, and leadership.

Zhu currently is serving as principal investigator on a study analyzing various forms of violent, abusive, and harmful acts such as depression, suicide, sexual violence, harassment, domestic abuse, alcohol and substance abuse within military contexts. The team's findings may eventually reduce ostracism and negative outcomes in military populations, which, in turn, would enhance retention and maximize military performance. This study is made possible through a \$1.8 million award from the U.S. Army and the U.S. Department of Defense.



2022 Hall of Fame Inductee

LAURA T.  
BOISON

*Class of 1977 BS ACC*  
*Class of 1982 MBA*

Laura Boison is a 1977 graduate who received her Bachelor of Science degree in Accounting and her MBA in 1982. She is currently pursuing a graduate certificate from Harvard in Entrepreneurship and Innovation and completed her graduate certificate in 2021 at Harvard in Nonprofit Management. She has years of experiences in commercial banking at JPMorgan and US Bank prior to joining Truist (then BB&T) in 2015.

“I HAD TO CREATE CREDIBILITY FOR MYSELF... THE ONLY VARIABLE I COULD SHIFT WAS MY EDUCATION. I REMEMBER [THE UK MBA] DISTINCTLY WAS A LAUNCHING PAD FOR ME.”

Laura is active in the community and has held multiple leadership positions, including chair of the Gatton College Finance Advisory Board, chair of the Lexington Convention and Visitors Bureau Board of Directors, president and treasurer for Hospice of the Bluegrass, past treasurer and executive committee member for Commerce Lexington, a past member of Transylvania University Board of Trustees and co-founder and past chair of Women Leading Kentucky. She remains active with the University of Kentucky participating in the Alumni Marching Band and serving on the UK Alumni Pep Band for basketball games. She received the statewide Martha Layne Collins Leadership Award in 2019, Commerce Lexington Volunteer of the Year in 2012, among many other recognitions for her mentoring success, public speaking, advocacy for women and giving back to the community.



Scan to watch  
Laura's story.



Market President  
—  
Truist





*President and CEO*  
**Kentucky Trailer**



Scan to watch  
Gary's story.

A large, stylized leaf graphic in a light brown color, with detailed vein patterns, occupies the upper left portion of the page. It serves as a decorative background element for the header section.

2022 Hall of Fame Inductee

GARY A.  
SMITH, SR.

*Class of 1983 BS ACC, ECO*  
*Class of 2022 MBA*

Gary Smith Sr. is a 1983 graduate who received a Bachelor of Science degree with a double major in accounting and economics. After graduation, he worked with two international accounting firms and earned the Certified Public Accountant designation in 1985.

After 10 years co-founding and working to grow a retail food-service franchise business from 1996 through 2006, Gary held leadership positions in two assisted living communities, first Atria Senior Living from 1996 to 2001 followed by Elmcraft Assisted Living which he started with a business mentor and partner in 2001. From 2001 to 2006, Gary served as president & CEO of Elmcraft which grew through its commitment to Servant Leadership principles to have operations across seven southeastern states prior to its sale in 2006.

“THE UNIVERSITY OF KENTUCKY IS SPECIAL...  
FOR ME, AND FOR THOSE WHO CAN,... PAY BACK AND  
PAY FORWARD... [SO] THOSE THAT COME IN THE FUTURE CAN  
HAVE THE SAME REWARDING AND ENRICHING EXPERIENCE  
THAT I WAS PRIVILEGED TO HAVE.”

Gary became chairman of the Board of Kentucky Trailer in August of 2006 after working with a small group of the R.C. Tway Company's fourth generation owners to arrange a transaction that resulted in a recapitalization of the company and redemption of the third-generation majority owners of the company. He subsequently joined the company in April of 2007 where he has served as president and CEO for the past 15 years. In 2013 Gary led the company through a transaction that resulted in Kentucky Trailer becoming a majority owned operating subsidiary of Alleghany Capital Corporation, a wholly owned subsidiary of Alleghany Corporation (ticker symbol 'Y' on the NYSE). In 2022, Gary earned his MBA online from the Gatton College of Business and Economics.

Gary's experience in public accounting, management experience with public and private enterprises and his sense of stewardship and passion for Kentucky Trailer's heritage and to the principles of Servant Leadership have come together to position the company to continue its sustain and build on its long history of success.



2022 Distinguished Young Alumni Recipient

EDWARD M.  
BERRY JR.

*Class of 2013 BBA MGT, MKT*  
*Class of 2014 MBA*

Ed Berry is a football agent at CAA Sports, a division of leading entertainment and sports agency Creative Artists Agency (CAA). CAA Sports represents more than 2,000 of the world's best athletes in sports such as baseball, basketball, football, hockey, soccer and Olympic/action sports, in addition to icons, on-air broadcasters, coaches and other pre-eminent personalities. Beyond on-field athlete representation, CAA provides unique opportunities for clients off-field, in areas including entertainment, licensing, endorsements, speaking, philanthropy, video games and digital.

Berry is based in Atlanta and represents many of the world's top football players, including Aaron Rodgers, Saquon Barkley, Randall Cobb, Amani Oruwariye, Darian Kinnard, Jake Fromm, Avery Williamson and others.

“I NEVER WAS LESS THAN, I NEVER WAS  
ILL-PREPARED. I HAD ALL THE SKILLS, ALL THE  
TOOLS THAT I NEEDED, AND I DEFINITELY  
ATTRIBUTE THAT BACK TO UK.”

Ed Berry began his career at Berry Brothers, Consulting, LLC. He joined CAA in 2015. Berry, who played on the UK Football team, graduated from the University of Kentucky with a degree in Management and Marketing, minors in Communication and International Studies in 2014 and an MBA in 2015. He was selected to Forbes' 30 under 30 list in 2019.



Scan to watch  
Edward's story.



*Agent*

Creative Artists  
Agency



AUTHOR | DORIAN MARTIN

## BOURBON & BUSINESS

Castle & Key Distillery takes pride in its bespoke approach to creating some of the state's finest spirits. The company started as a passion project for attorney Will Arvin after he came across photographs of the shuttered Taylor Distillery in 2012. After touring the property, Arvin resolved to restore the property and launch a brand of spirits that focus on both excellence and delight.

Less than a decade later, the distillery, which was initially built in 1887, has been painstakingly restored, making Castle & Key a must-see stop on the popular Kentucky Bourbon Trail. And the company's award-winning spirits, the first of which were released in 2017, have gained an enthusiastic and wide following that extends far beyond the state's borders.

The company's increasing popularity also has led to explosive growth in operations. What started as a manageable 12-member team has burgeoned into an operation that has 100 employees. "We're constantly growing and evolving. It's been a rocket ship — and we've only been operating for five years," said Jon Brown, Castle & Key's research and development manager. "We always wanted to have this family atmosphere where everyone knows each other. As we grow, it's hard to keep that sort of culture going."

Castle & Key is not alone. Since 2000, bourbon production has increased by more than 360%, primarily due to premium small batch and single barrel brands. According to the Kentucky Bourbon Association, bourbon alone has become a \$9 billion industry that generates more than 22,500 jobs and an annual payroll of more than \$1.23 billion. Spirits production and consumption contributes more than \$235 million in taxes to the Commonwealth of Kentucky as well as the state's communities.

## PROOF OF CONCEPT

Successfully navigating this type of organizational growth isn't easy. Enter the Gatton College of Business and Economics, which has been an integral part of the University of Kentucky's James B. Beam Institute for Kentucky Spirits since the institute was founded in 2019. Gatton Dean Simon Sheather serves on the Beam Institute's board, which also includes representatives from the College of Engineering, the College of Arts and Sciences and the College of Agriculture, Food and Environment in this effort.

Dean Sheather and Executive in Residence, Brad Patrick, serve as the Institute's Fellows. "We're active in the meetings, discussions and research, and we're available," Patrick said. "We're ready to provide expertise or network to find that expertise."

employee interactions and sentiments. This cutting edge analysis provided company leaders with a wealth of information on topics, related to managing employee well-being, promoting diversity and inclusion, and spurring innovation. "This type of analysis can help an organization see the flow of information and the emergent patterns of collaboration at work," said Patrick.

Mehra, with expert assistance from Diane Kang, one of his doctoral students, turned the work with Castle & Key into a class project so students could get first-hand exposure not only to data analysis, but also to an award-winning distillery. This type of exposure begins to build a pipeline of talent for the distillery industry. Patrick believes these types of efforts increasingly will lead to both internships for Gatton students as well as jobs for the college's graduates.

## **"This type of analysis can help an organization see the flow of information and the emergent patterns of collaboration at work"**

Gatton brings a broad range of expertise — from accounting to organizational change to marketing — that is critical to distilleries' long-term success. "The distilleries have opened the doors and are asking for help," Patrick said. "Many of them are very small organizations and they don't have the resources. The Beam Institute through UK can provide some assistance, so it's pretty exciting for them."

One area where many distilleries often need help is talent acquisition, an increasingly critical consideration during the Great Resignation. This area is one that taps into Patrick's extensive professional experience in organizational change, transformation, growth and talent acquisition as a top human resources executive for Frito Lay, Delta and Sara Lee, as well as his private equity work.

For example, Castle & Key's Arvin reached out to Patrick in 2021 to help the company as it navigated the challenges of rapid growth. Patrick put Arvin in touch with Dr. Ajay Mehra, Gatton's Chellgren Chaired Professor, who organized a study of the employees' views about their jobs, motivators, communications, networks and organizational culture.

This analysis utilized Mehra's forte, social network analysis-- an approach for modeling the informal emergent structure of a company, to visualize and statistically analyze



Adam Julian, Dr. Ajay Mehra, and Diane Kang



## STILL LEARNING

Committed to building relationships with distillers of all sizes, Gatton has an active presence at the Annual Beam Institute Industry Conference. This event brings together various stakeholders who are involved in the production and distribution of spirits to discuss the biggest issues facing the industry. The 2022 conference featured Patrick, who spoke about human resource issues, and Dr. John Peloza, Gatton's Associate Dean for Research and Carol Martin Gatton Professor of Marketing, who addressed the social responsibility of branding. Additionally, Gatton alumna, Victoria Russell, chief diversity and inclusion officer at Beam Suntory and co-chair of Gatton's Diversity, Equity and Inclusion Advisory Board, was a member of the conference's DEI panel.

Gatton's influence on the distillery industry is expanding in other ways. Thanks to the recommendation of the Beam Institute, the college will be providing executive development coursework for the Distilled Spirits Council of the United States (DISCUS), a membership organization. Faculty are creating and will be leading five content modules focused on organizational culture, motivation, competitive intelligence, competitive strategy and change management that will be offered online in summer 2022.

This coursework will be especially helpful to two growing groups in the distillery industry. The first is entrepreneurs, who are used to working independently and need to improve their understanding of how to manage a growing company. The second group involves distillery staff whose roles and responsibilities are growing. "We're using our expertise and our closeness with the Beam Institute to make sure that we provide relevant executive development information, knowledge and insights," Patrick said. For more information about the institute, visit [beam institute.ca.uky.edu](http://beam institute.ca.uky.edu), or contact director, Seth DeBolt at [sdebo2@uky.edu](mailto:sdebo2@uky.edu).

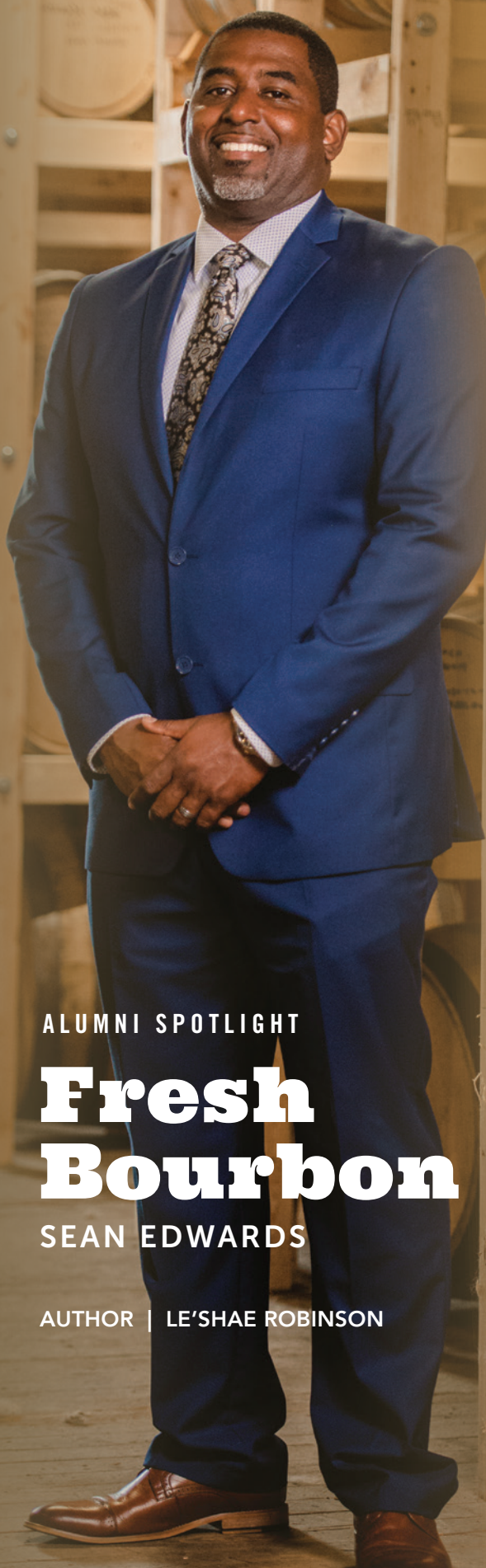
**"We're using our expertise and our closeness with the Beam Institute to make sure that we provide relevant executive development information, knowledge and insights."**



2022 Annual Beam Institute Industry Conference, with Brad Patrick and Victoria Russell.

Distilleries like Castle & Key are thankful for Gatton's support as they move into the next phase of their evolution. "We needed some folks with a lot of experience who could guide us in the right direction," Brown said. "We're at a critical stage of growth where, if we make the wrong decisions, we can set up a bad culture that can last for a long time."

Maintaining employees' commitment to excellence and delight is critical to the brand's ongoing success — and Castle & Key's leaders realize that they're onto something special after watching their inaugural batch of bourbon sell out in two hours when it was released on March 26. "It caught us by surprise," Brown said. "Bourbon is going to change the game for us, so our work with Gatton has proven to be vital timing. We're gaining a lot of notoriety, and it's going to warrant more expansion because we're running out so quickly. We know the sky's the limit if we can keep putting out a high-quality bourbon."



## ALUMNI SPOTLIGHT

# Fresh Bourbon

SEAN EDWARDS

AUTHOR | LE'SHAE ROBINSON

Sean Edwards is a Gatton alum who's worked for nonprofits, the city of Lexington and now himself. He's a serial entrepreneur who owns and runs a dry-cleaning service and a construction company. His latest business venture is Fresh Bourbon, which he started alongside his wife Tia, an Integrated Strategic Communications graduate from the University of Kentucky. With the opportunity to learn more about Fresh Bourbon, Sean provided Gatton with some insights into the brand and the impact his education had on his career path:

### WHAT INSPIRED YOU TO START A BOURBON BRAND?

"In 2017, Tia and I decided we wanted to go into the bourbon industry. No one was providing the experience that we were looking for — a fresh experience, hence our name. We present our bourbon in a way that encourages people to make cocktails and not just drink it one way. We're anti-bourbon snobs. That's the Fresh experience."

"We also learned that there wasn't a real African-American presence on the bourbon industry in Kentucky. When we would go on tours, it was often centered around men with bourbon barrel decor, but my wife wanted a different experience. We feel like bourbon is for everybody, and we wanted to provide a way for people to get into bourbon — so that's why we started Fresh Bourbon where they can start fresh and finish wherever they like."

### WHAT SKILLS FROM YOUR TIME AT GATTON COLLEGE DO YOU USE WHILE NAVIGATING THE BUSINESS SIDE OF THE BOURBON INDUSTRY?

"Bourbon is an \$8 billion industry. Attending Gatton definitely helped me understand the financial components of this industry as well as concepts like supply and demand. More importantly, learning about different financing options for large industries have come into play for me now. We are working to build a large distillery. I am applying a lot of what I learned from Gatton to Fresh Bourbon."

### WHAT ADVICE WOULD YOU GIVE TO CURRENT STUDENTS WHO ARE LOOKING TO BECOME ENTREPRENEURS OR NAVIGATE THE BUSINESS WORLD?

"My advice is always just to jump. Of course, I would always encourage them to be prayerful about what they want to do and then just go out there and do it."

"I would also advise them to listen to people. I've been very blessed that I've had a lot of mentors throughout my life. They've helped guide me through tough times. I utilize their experiences to help me navigate the waters. Find mentors that can pour into you. Be willing to listen. You can't think you know everything. I'm in my 40s, and I know I don't know everything. When you understand that you don't know everything, that's when you can grow."

As the Fresh Bourbon brand continues to grow and develop, Sean and Tia are currently working to open a tasting room in a few months, which will be located off Main Street in Lexington. The couple plans to break ground on their new distillery in Lexington in the summer of 2022. Keep up with the Fresh Bourbon brand by visiting [www.freshbourbon.com](http://www.freshbourbon.com).



# CELEBRATING OUTSTANDING SENIORS

AUTHOR | CAMILE TURNER



**Mike Hafiz, recipient  
the Dean's Award  
of Excellence**

Each year the Gatton College of Business and Economics recognizes students across the academic departments for their outstanding work and accomplishments. As students finally had the opportunity to be back in-person with faculty and their peers, the college acknowledges their outstanding grit and determination to never stop seeking the finish line.

Representing the five academic departments and Undergraduate Student Services, top echelon graduating seniors are nominated and selected to be recipients of the Outstanding Senior Awards. Throughout their Gatton careers, each senior has demonstrated outstanding academic achievement, active service to the college, the university or their community, and embodied Gatton's core values, including integrity and honesty, excellence, personal responsibility, civic engagement, and social responsibility. Gatton college proudly shapes business leaders of the future.

The recipients for the 2021-22 academic school year are included on opposite page.



**DEAN**

**Morgan Seballos**, recipient of the Von Allmen School of Accountancy Outstanding Senior Award, is an exceptional representation of what accounting students bring to the college. Holding a 4.0 GPA, Seballos dedicated her time outside of the classroom across campus and in the community. She held positions as a LEAP Lab tutor, member of Kappa Delta and a volunteer with the Red Cross and Dance Blue. Seballos is pursuing her Masters in Accounting with aspirations to become a CPA.

**Dean Farmer**, recipient of the Economics Outstanding Senior Award, is a driven student with unmeasurable accolades. As a Singletary Scholar, Global Scholar and recipient of the Nate Morris Fellowship, Farmer published research on the impact of H1B visas in the company of Professor Chris Bollinger, winning the James R Moffett Award for best paper on the modern presidency, one of only five nationally selected for publication in The Fellows Review.

**Peter Koutrodimos**, recipient of the Finance Outstanding Senior Award, exemplifies academic excellence and passion for his fellow students to succeed both academically and professionally. As a finance and accounting double major, Koutrodimos also served as the head teaching assistant for the finance department, continually demonstrating his service over two years. Koutrodimos will be joining EY (formerly Ernst and Young) to launch his professional career.

**Kendall DuLaney**, recipient of the Management Outstanding Senior Award, continually immerses herself in leadership roles across academic and community activities. As an honors pathway student, Governor's Scholar, recipient of the William C. Parker Scholarship & Provost Scholarship, and a member of the UK dance team, DuLaney also minored in dance from the College of Fine Arts carrying nearly a 3.8 GPA. DuLaney's career kicks off with DELL Inc. in a Human Resource Management training program.

**Megan Foley**, recipient of the Marketing Outstanding Senior Award, charges education with authority. Both involved and impactful, Foley serves as the president of the University of Kentucky's American Marketing Association and as a volunteer for local non-profits. Furthermore, holding a 4.0 GPA, Foley competed in multiple business focused competitions including the Econ Games, AMA Perfect Pitch Competition and more. As a marketing scholar and professional, Foley continues to apply her education for the greater good.

**Mike Hafiz**, recipient of the Gatton Undergraduate Student Services Outstanding Senior Award, has excelled academically and has proven his determination to succeed after Gatton. Majoring in finance as a transfer student into the university's English as a Second Language Program, Hafiz continues to overlook barriers and leverages windows of opportunity to grow his network and make a positive impact on all of those that surround him.

Along with Dean Simon Sheather and the selection committee, Mike Hafiz received the Dean's Award of Excellence, recognizing him as a dedicated, driven and ambitious individual – the very traits that are representative of the Gatton College of Business and Economics.



**MORGAN**



**PETER**



**KENDALL**



**MEGAN**



**MIKE**



## 2022 SEC MBA CASE COMPETITION



## PNC WILDCAT PITCH COMPETITION



## SALES COMPETITION



## ECON GAMES



## STUDENT SPOTLIGHT

**“I feel so fortunate  
to have received  
this award. I am  
very grateful  
for the support  
from the faculty  
here in the Von  
Allmen School  
of Accountancy.  
Without their  
support,  
I could not have  
accomplished this.”**



**ONE OF ONLY  
10 IN NATION**

AUTHOR | MICHELLE LOWE

For the first time, a University of Kentucky Ph.D. student has been awarded the \$25,000 Deloitte Foundation Fellowship, an honor bestowed to only 10 future professors in the nation.

Sung-Yuan (Mark) Cheng, a second-year accounting doctoral student, whose research examines issues related to Environmental, Social, and Governance (ESG) reporting, was one of the recipients. Each year doctoral students from more than 100 universities are invited to apply for the fellowship.

Mark is a licensed certified public accountant and has a master's degree in professional accounting from the University of Texas – Austin, along with a bachelor's degree in finance from National Taiwan University.

Mark's research interests lie in financial accounting and auditing using archival methods. He was a senior auditor for PwC in Taipei where he provided assurance and tax services for more than 15 public and private companies. His main clients included companies in the chemical industry and electric vehicle industry. He noticed these clients paid much attention to their ESG reporting and engagement, which motivated him to do ESG-related research.

“I hope my classroom can be an inclusive learning space for students from different backgrounds. I believe a better understanding of ESG issues can help students make better business decisions when they become users, preparers or auditors of ESG information,” said Cheng.

The fellowship is awarded to students who plan to pursue academic careers upon graduation and is intended to support the 2022 recipients' final year of coursework and the subsequent year to complete their doctoral dissertation.

Von Allmen School of Accountancy Director and Gatton Chaired Professor, Dr. Brian Bratten said, “Mark is an extremely gifted, hard-working and creative student. He is working on novel research projects with several faculty members and is highly valued as a contributor. Although he is only a second-year student, he has an advanced research portfolio and very high prospects for future success.”

**ACCOUNTING PH.D. STUDENT  
WINS \$25K  
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# A GARDEN OF INFLUENCE

AUTHOR | CAMILE TURNER

In the spirit of appreciation and recognition, an obvious gesture lies in the tradition of giving someone a bouquet of flowers. Teachers root themselves in the development and growth of their students. Originally initiated in 1961, the University of Kentucky's Great Teacher Award is the longest-running UK award that recognizes teaching. In coordination with student organization Omicron Delta Kappa, the UK Alumni Association Great Teacher Award Committee makes the decision to award final recipients.

One of the award recipients for this year is Lecturer and Associate Director of the Von Allmen School of Accountancy, Olivia Davis. Davis was announced as the 2022 Gatton College of Business and Economics Great Teacher, nominated by graduate student Adam Rogers.



**We took the opportunity to speak with Rogers about his experiences with Professor Davis:**

**Q** If you could describe her in three words, what would they be?

**A** "I would describe Professor Davis as adaptable, conscientious and unselfish."

**Q** How does she stand out from other faculty members?

**A** "The faculty in the Gatton College of Business and the Accounting School within Gatton are truly incredible. After spending several years at UK, it's clear to me why the Gatton College of Business has such a great reputation. The fact that Professor Davis stands apart from other faculty members is a testament to her skill and her passion for teaching. What stands out the most is the fact that even though she is one of the busiest people I know, she always makes time when someone needs help with something. At any given time when walking past her office, she's either helping students with extra accounting practice, helping with applications and interviews, or listening to a student freak out about accounting recruitment season for the third time that week (I may be guilty of that last one). It amazes me how between teaching, studying, parenting and volunteering, she somehow still makes time to constantly be there for students."

**Q** Tell me about her teaching style.

**A** "She has mastered the art of treating students as individuals, I would say that her teaching style is incredibly dynamic. Professor Davis adapts her teaching style to whatever the class needs, which is part of what makes her such a great teacher!"

**Q** What impact has she had on you personally?

**A** "Professor Davis has had an enormous impact on me personally. I think the common theme of much of what she has taught me is to look at the big picture, and it has genuinely changed my perspective on how I approach my career. I've been able to take this approach from school to my current job and it has attributed to me being able to learn quickly and approach real-life accounting problems more efficiently. This is not to mention the hours she has spent helping me with applications, difficult accounting problems, real world scenarios and even how to interact with potential future coworkers at a holiday party."

**Q** Do you have any words of encouragement for her?

**A** "Keep doing what you're doing! Keep putting in maximum effort, keep living by improv rules, keep being a great teacher and keep pushing everyone to reach their potential. You've had a huge impact on me and on countless other students."

With his undergraduate and graduate studies behind him, Rogers is now an auditor for Deloitte in the Louisville, Kentucky office.

Rogers continued to say, Davis' "superpower" is always being there for her students. Her accolades and accomplishments hold a great stature. In 2019, she founded Gatton College's FASTrack program, providing opportunities for High School students to learn about professional career fields and gain experiences in them. To follow, in 2020, Davis received the Gatton College Teaching Excellence Award and the Gatton College Faculty of the Year award in 2021. Davis continues to cultivate relationships with students who will flourish into lasting ambassadors for the Gatton College of Business and Economics.



**“When visiting UK, I really  
fell in love at first sight...  
For me, it’s just about  
being able to work hard  
every single day — waking  
up and knowing that I’m  
lucky to be here. I’m proud  
to call myself a Wildcat.”**

Scan to read  
full article.



You’ve heard the saying, “the sky’s the limit.” It’s an uplifting phrase often uttered to us as children meaning we can be and do anything — explore space as an astronaut, score the winning touchdown as a pro athlete or both. For some, those aspirations fade and more realistic ones emerge — not for Luke Fortner.

“I’m a graduating senior. I have an undergraduate degree in mechanical engineering, a master’s in aerospace engineering and an MBA,” he said.

If you’re a UK Football fan, you know Fortner as No. 79 — the dogged offensive lineman. Since 2017, he’s been a key member of the Wildcats’ dominant offensive line, affectionately known as the “Big Blue Wall.” And now, he can also add professional athlete to that list. This spring, Fortner heard his name called by the Jacksonville Jaguars as the top pick in the third round of the NFL draft. Read full article at <https://uknow.uky.edu/student-news/uk-grad-jacksonville-jaguar-luke-fortner-heads-nfl-2-engineering-degrees-mba>.

CONGRATULATIONS TO MBA GRADUATE AND  
**JACKSONVILLE  
JAGUAR**  
**LUKE FORTNER**

AUTHOR | KATIE HARDWICK,  
AND DANIELLE DONHAM, UKNOW

THE UNIVERSITY OF KENTUCKY IS  
PROUD TO PRESENT  
**TERRY  
WOODWARD**  
WITH THE DEGREE OF HONORARY  
DOCTOR OF HUMANE LETTERS

The University of Kentucky Board of Trustees approved an honorary degree to Gatton alumni, Terry Woodward. Woodward graduated with a degree in commerce, becoming the first member of his family to graduate from college. Terry says that graduating from the University of Kentucky provided him the education and confidence to be successful in all aspects of life.

Shortly after graduating, Woodward joined his father in their family business, Wax Works, Inc.

Through the years, this small company developed a music retail chain of stores, Disc Jockey, that grew to 240 locations in 37 different states. He sold the chain of stores in 1999.

With the advent of the VCR, his company became a national distributor of video for all the major Hollywood film studios servicing over 5,000 retailers.

In 2006, he started a company called Team Marketing, which grew to be the largest holder of licenses for college sports videos in the nation. His company also had exclusive licensing agreements with ESPN, NASCAR, the NBA, Fox Sports, ABC Sports and CBS Sports.

Despite many personal challenges, Woodward reached extraordinary milestones, and to recognize his remarkable success as a visionary entrepreneur, he was inducted into the Gatton College of Business and Economics Alumni Hall of Fame in 1999.

Woodward has a lifelong record of strengthening his community of Owensboro, Kentucky and intentionally kept his business there, creating a substantial economic impact in his hometown over several decades.

His community impact extends to his philanthropic efforts to help students follow in his footsteps at his alma mater. His financial gifts for scholarships and funding for the expansion of the Gatton College of Business and Economics facility demonstrate his commitment to the development of education for students on campus.



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