

SUMMER
2018



♥ PAGE 10
BREWING SOMETHING
SPECIAL | 5 SEASONS
BREWING

◆ PAGE 17
SOCIAL ENTREPRENEURISM:
MAKING A DIFFERENCE

♣ PAGE 22
ENTREPRENEURISM:
BGS GAME CHANGERS

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Entrepreneurism Vs. Education: It's Not "Either-Or" Anymore

The traditional view was that if you were serious about becoming an entrepreneur, you should go ahead and quit school like Steve Jobs and get started while the opportunity was fresh. It was sort of considered as an "either-or" decision.

Fortunately, the gulf between entrepreneurship and education as two extremes has narrowed. As Dean of the Smeal College of Business at The Pennsylvania State University, I'm extremely proud of how our business school has helped to bridge it – now **there is a middle ground where education and industry have merged in a highly supportive relationship.**

To a very large extent, AACSB-accredited business schools are not only advancing the study of entrepreneurship, **they're taking it to a higher level.** For example, many provide financial and incubator-style support, credit for "gap years" spent working in non-academic settings, offices for startup purposes, seed money through impact investment funds ... and more. Entrepreneurism in academics is creating more informed and "risk-aware" business leaders and helping to ensure their success.

This issue of HONORS showcases a variety of entrepreneurs whose experiences followed academic, "either-or," as well as hybrid paths. The common thread? Networking and making connections – an extremely important benefit of BGS membership. In short, BGS membership gives you **connections and networking opportunities that last a lifetime** – a central element of the entrepreneur's DNA. It means advice, insights, and the opportunity to form relationships with people who are the best in business.

Finally, it's important to emphasize that one can be entrepreneurial without formally starting a business. An **entrepreneurial spirit** guides all of us at BGS, and it's this spirit of innovation that we will continue to embrace.



Charles H. Whiteman
Chairman, BGS Board of Governors
John and Becky Surma Dean, Smeal College of Business
The Pennsylvania State University



IN THIS ISSUE

- 4** A Father and Daughter's Toast to Success!
BGS member Emily Lundquist's poignant interview with her father (a lifetime BGS member) reveals the challenges of balancing life as a wine industry entrepreneur and family man.
- 10** Brewing Something Special – 5 Seasons Brewing Has A Lot to Cheer About.
The Atlanta BGS Chapter sure thinks so — they've been holding chapter meetings there for years.
- 17** "Social Entrepreneurism" – Making A Difference.
It's a growing trend. The four stories presented here are changing the world.
- 22** Entrepreneurism – Is It In The Cards?
The seeds of an idea are multi-dimensional. Here we showcase five entrepreneurs who connected the dots in different ways.

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IN EVERY ISSUE

- 8** MEET THE BOARD
Meet Jeffri Epps — Chief Visionary and Owner, FourEyes, LLC. She's also the former President of the BGS Atlanta Alumni Chapter.
- 14** MEET THE DEAN
He's a legend at Berkeley. Meet Rich Lyons — Dean, Haas School of Business, University of California, Berkeley.
- 26** DONOR PROFILE
Kathleen Kiernan believes BGS students exemplify the kind of entrepreneurial spirit today's businesses want and need. It's why she's been a long-time donor.

- 34** THE BGS SNAPSHOT

A MESSAGE
FROM THE CEO

Beta Gamma Sigma is the global honor society serving higher education business programs throughout the world. BGS is the oldest international business honor society and the only honor society accredited by the Association to Advance Collegiate Schools of Business (AACSB – International). Since its founding in 1913, BGS had inducted more than 830,000 lifetime members, who reside in all 50 states and 190 countries. These members serve in management and leadership roles in academic, corporate, government, nonprofit, and professional service sectors. Beta Gamma Sigma has over 590 collegiate chapters around the world. Additionally, BGS has an ever-expanding alumni network, which currently includes 45 chapters and networking groups in 15 countries. For more information, please visit betagammasigma.org.

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From November 1st through the 4th in Chicago, 400 current BGS students will be convening at the **BGS Global Leadership Summit**. The 2018 theme is **Innovative Leadership**.

Entrepreneurism, the focus of this issue of HONORS, ties in with the GLS 2018 Summit theme for the following reason.

To be an entrepreneur in the traditional sense of starting a new business enterprise, dealing with risk is an ever-present reality. But in all positions of leadership where one must make decisions, having an entrepreneurial mindset is invaluable. I say this because the essence of any decision is uncertainty, and when making decisions under uncertain circumstances, **a leader very often must “think like an entrepreneur.”** Trust in a larger vision, undeterred focus, resiliency, appreciating the value of diverse points-of-view and integrative thinking, are some of the skills that both innovative leaders and entrepreneurs demonstrate.

These are also some of the key learning points for GLS 2018. Likewise, the stories that follow share these common threads as well. From individual success stories like Emily Lundquist’s father (both of whom are BGS lifetime members) to our stories centered on social entrepreneurship, all are compelling examples of people who made their mark in exceptional ways.

To echo Charles Whiteman, the merging of industry and education is bringing about some very exciting new programs for B-school students who aspire to entrepreneurship. In that regard, I call your attention to our story about Coastal Carolina University students Sean Edwards and Ross Kunman: They’re not only current students – they’re also running an international company, resulting from an internship opportunity.

If you plan to attend GLS 2018, I look forward to meeting with you! If unable to attend, please note that as a BGS member, **you have at your fingers one of the most important things in the entrepreneur’s toolkit: worldwide networking through ConnectBGS** – your resource to engage, learn from, teach, and connect with other people like you who are the best in business.



Chris Carosella
Chief Executive Officer, Beta Gamma Sigma

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A FATHER AND DAUGHTER'S TOAST

By Emily Lundquist, BGS Member –
Loyola Marymount University

“I WAS VERY PROUD TO FINALLY BE PART OF AN HONOR
SOCIETY (BGS). IT MEANT A GREAT DEAL TO ME.”



THEIR WINE GLASSES WILL NEVER BE HALF EMPTY

Meet Bruce Lundquist – lifetime BGS member and successful owner and managing partner at Rack & Riddle, a winery that specializes in custom crush and private label wines.

For the last 20 years, Bruce has been active in the wine industry. Before founding Rack & Riddle with Rebecca Faust in 2007, he was General Manager at J Vineyards, then a partner at Longboard Vineyards. Bruce serves as the Board Chair of Family Winemakers of California, an association dedicated to the advocacy and success of its winery members.

His daughter Emily recently completed her MBA. “I have gained a much greater appreciation of what building a multi-million-dollar wine enterprise from the ground up means – especially when it was happening while also raising my five siblings and I. We spoke last Christmas.”

EMILY – Did you always have an entrepreneurial drive or interest when you were growing up? When did you catch the bug?

BRUCE – I always had an interest in business, even as a kid. My dad had an opportunity to buy the service station where he had been working as an attendant. Unfortunately, the oil company that would be providing the lease canceled it on him and several other operators in the Portland area. I think this made me want to succeed since my dad didn't really have that opportunity.

EMILY – Did that experience influence your decision to pursue an MBA ... or your experience along that path?

BRUCE – When I was in high school (Davis Douglas High School, Portland, Oregon) I graduated with a 3.1 GPA. At graduation, I remember seeing honor roll designations by some of the other students' names, and it made me think: I'm hanging out with all those people, but somehow it (honor roll recognition) didn't rub off on me. That same feeling continued through my time at Linfield College, where I majored in business and accounting. When I got to graduate school at the University of Portland, I ended up earning a B in my first MBA course.

“I remember coming out of that class knowing that I could have gotten an A. That was a galvanizing moment for me and I never got anything less than an A the rest of my MBA program. That allowed me into Beta Gamma Sigma, and I was very proud to finally be part of an honor society. It meant a great deal to me.”

EMILY – Let’s talk about your work. The wine industry is considered sort of highbrow and glamorous. What has it been like to become intimately familiar with this business?

BRUCE – When I joined them in 1996, J Winery was just getting off the ground. Overall production was about ten thousand cases, and we only had eight or nine people working for us.

Over the ten years I spent there, I became general manager and we grew the business to about 75,000 cases and 60 employees. So, my window on the wine business was this entrepreneurial episode, opening new markets, building inventories, and going through all the ups and downs that come with growing an organization.

But I wouldn’t call what we did glamorous. The wine business is very capital intensive. Between equipment and building inventories, all your cash gets poured back into the operations – so people in the industry don’t see the fruits of their labor until they exit the business on a permanent basis. There’s an old joke: “If you want to make a little money in the wine business, start with a lot of money, because it’ll disappear quickly.”

EMILY – What inspired you to make the mid-career decision to leave a secure general manager position and start your business, Rack & Riddle?

BRUCE – Over the years at J Winery, I caught the entrepreneurial bug. Conversations with a former colleague about starting a business were the catalyst for visiting a warehouse in Hopland, California that was for sale. It was cavernous and had some land and a house with it as well – but we didn’t know what to do with it.

Rebecca Faust, now my partner at Rack & Riddle, came up with the idea to do custom crush and service other people’s wines. We developed a business plan around that idea, put down everything we had, and locked the warehouse up in escrow. We were simultaneously trying to land this site, find equipment, get our first client contract, and secure financing to back the deal. Failing on any one of those pursuits would have resulted in bankruptcy.



Business partners Rebecca Faust and Bruce Lundquist.

EMILY – That must have been scary, to say the least.

BRUCE – It was! But ultimately, we opened for business on May 1, 2007. That was fortuitous timing, because in 2008 the world turned upside down. But we had a guaranteed contract to produce a major sparkling wine brand, and that allowed us to get through some dark days (2008- 2009). Other businesses far bigger than ours failed. People who had more experience, acumen and connections failed, but we did not. We’re proud of that – our badge of honor.

EMILY – As am I, Dad. What has been the most challenging part of running your own business?

BRUCE – Wine is a very capital-intensive business, with much of your money going into equipment and inventory – so cash flow was a challenge, especially in the early years.

We had some dark moments – times in those first three years (sometimes two months in a row) where my partner and I didn’t take a paycheck because we couldn’t meet payroll otherwise. We paid bills late, borrowed on credit cards.

Ten years later, cash flow continues to be the challenge. The difference is that now, we have a track record of producing profitable year after profitable year and making our debt payments. Now, financing sources have a great deal of confidence in our ability and our future.

“WE HAD SOME DARK MOMENTS – TIMES IN THOSE FIRST THREE YEARS (SOMETIMES TWO MONTHS IN A ROW) WHERE MY PARTNER AND I DIDN’T TAKE A PAY CHECK BECAUSE WE COULDN’T MEET PAYROLL OTHERWISE. WE PAID BILLS LATE (AND) BORROWED ON CREDIT CARDS.”

EMILY – What personal challenges were there in the early years?

BRUCE – I lost many days to running the business and keeping it all going in the right direction. There is no doubt in my mind, that opportunities to bind more closely with my family were lost, and it strained my marriage. We're still in one piece all these years later, and our family loves one another. But there are unspoken regrets deep in my heart that can – in moments of quiet reflection – cause me to tear up.

EMILY – Dad, I think you're being too hard on yourself. But, I understand the tradeoffs you've had to make. What advice would you share with someone looking to strike out on his or her own?

BRUCE – I'd tell them that success isn't guaranteed – you have to earn it.

You have to shamelessly promote yourself. Make sure you have a comprehensive and professional business plan, and remember that your projections should always be conservative, so that if you catch some blue sky, all the better.

EMILY – What would you say is the most critical time?

BRUCE – The first 24 to 36 months are critical – and it helps if someone else in your family is earning a wage so you're not dependent on the business in order to survive.

It was a long struggle to go off and start a business. I had always hoped that one day I could leave you all with more wealth and better circumstances than my parents were able to give me. But you will be forced to make some sacrifices that can involve your family.

Just be careful in that pursuit. Be prepared to suffer some damage along the way in your personal life. You can't get those days back, and you might be wishing for a few more moments with your family.

EMILY – You bring up a good point, about the intersection of work and life. Reflecting on a 40-year career, what through-lines would you connect between the two?

BRUCE – I have a very self-deprecating view of myself, which helped me build business relationships. If you can poke fun at yourself, it puts people at ease. I mean, despite my emotional instability, and my lack of intellect and good looks, here we are eleven years later ... and the business is still surviving. (Laughs).

EMILY – Oh Dad ... you're not that emotionally unstable (laughs)

BRUCE – Seriously though, people identify with that (kind of thing). It also helps to be an attentive listener – a skill that everyone needs to work on, especially in this day and age with smart phones.

EMILY – What advice would you give someone now?

BRUCE – I'd say: "You're probably going to find that no one will ever work as hard as you, and you have to get past that. As an owner, your entire financial well-being is at stake, and if you fail, you could take your whole family down with you."

The emotional attachment and passion one has for his or her business is tied to financial risks and to the welfare of one's family. You can't expect your employees to have that same commitment, because they don't face the same risk. Keep their circumstances in mind and you'll stay balanced.

EMILY – That's a lot to deal with. How do you keep an even head?

BRUCE – Thinking positive. It's not "if we succeed," it has to be "when we succeed." I remember when you decided -- come hell or high water -- that you were going to be the valedictorian of your high school. The resolve you demonstrated made it clear that doubts had no place in your plans. And it happened, as you had planned. That kind of resolve is what you need in business as well.



“OTHER BUSINESSES
FAR BIGGER THAN OURS
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MEET THE BOARD



Jeffri L. Epps
Founder – FourEyes LLC
Past President, BGS Atlanta Alumni Chapter

HONORS talked with Beta Gamma Sigma Board Member Jeffri Epps about her views on entrepreneurship from the standpoint of her position as a lifetime member of BGS and her role as a current member of the BGS Board of Governors.

◆ WHAT DID YOU THINK WHEN YOU LEARNED THAT THIS ISSUE OF HONORS WOULD BE FOCUSED ON ENTREPRENEURSHIP?

It is an exciting time for the evolution of commerce and trade – and for Beta Gamma Sigma. Entrepreneurs and their ideas are driving change in how we work, how we communicate and learn, how we get the things we need ... and even how we discard or resell them in secondary markets. And today we have businesses that start and are sustained and inspired by purpose before profit.

Internally, Beta Gamma Sigma is striving for the Board of Governors to represent and bring to the organization the kind of high-level dynamism industry professionals and entrepreneurs are known for being. From the outside, BGS' annual awards recognize academic success and entrepreneurial success, with [the latter] often coming from the school of hard knocks. Although we are an international academic honor society, we want to ensure we as an organization model what's happening today – so our students are trained to prepare for the world – as well as how they will in turn change our tomorrows.

◆ JEFFRI, CAN YOU GIVE US INSIGHTS ABOUT YOUR EARLY EXPOSURE AND INVOLVEMENT IN ENTREPRENEURSHIP?

Absolutely! Growing up on St. Thomas [United States Virgin Islands] I had two early ventures. I made ceramics and sold a piece or two. I experimented and painted “St. Thomas” on them ... and suddenly they became tourist souvenirs. I think of that as my early ‘product development’ experience. The ceramic shop was selling them. Then, I invested in my own clay mold (and more molds later) to make more money. My second venture taught me that I made more money babysitting for twins. And [laughs] that twins had a swimming pool and friends. I had some very profitable weekends and fun holidays in the babysitting business.

◆ AS AN ENTREPRENEUR, WHY DID YOU CHOOSE TO SPEND PRECIOUS TIME WITH THE ATLANTA ALUMNI CHAPTER?

I really enjoyed the diversity of speakers and topics at the Atlanta Alumni Chapter meetings. There were countless interesting and challenging conversations with people who worked in many areas – from engineering, foodservice, the lottery, travel ... you name it. I realized that these events were continuing education with insightful professionals grappling with real world issues. As an entrepreneur, it's challenging to keep up with market trends and changes without the corporate organization to provide that for you. I've often referred to my BGS involvement as a “re-MBA.” When I co-chaired programs, I had to find and recruit speakers -- a real business development exercise that required I have a pipeline strategy to nurture leads until the time was right for the pitch and close. The longest was two years. My co-chair was an excellent teacher.



I REALIZED THAT [ATLANTA CHAPTER MEETINGS] WERE CONTINUING EDUCATION WITH INSIGHTFUL PROFESSIONALS ... - Jeffri Epps

◆ WHY DID YOU WANT TO TAKE ON ADDED RESPONSIBILITIES?

Well, I was humbled and remain honored to have been nominated and to be elected Chapter President. My goal on one side was to reduce or streamline barriers and obstacles. On the other side, I wanted to measure, recognize and celebrate success small and

large ... and always be learning through the hiccups. I've always believed in a servant leadership style – something not always a fit in my corporate experience, but which was helpful working with volunteers. We set goals individually and as a team ... and then went after them. We won a few BGS awards in the process ... so, I think the team did okay! The experiences were great!

“

IT IS AN EXCITING TIME FOR THE EVOLUTION OF COMMERCE AND TRADE – AND FOR BETA GAMMA SIGMA. - Jeffri Epps

◆ WHAT ADVICE WOULD YOU GIVE FUTURE LEADERS AND ENTREPRENEURS?

Two pieces of advice that I think go hand in hand. The first thing is to start! What's great about the current environment is that today's technology and resources enable you to get started now! If your vision is a product or service, you can offer it [using online resources like] TaskRabbit, Etsy and Amazon. You can get into support groups and incubators like women in technology or the Atlanta Technology Development Center. Leadership opportunities are also everywhere – at local food banks, churches – plus, you can create your own MeetUp Group.

The second thing is to build your network. You need people to know you and you will need to know them to be able to open doors, make a call or lend a hand. I was working on a foodservice project and a BGS member connected me to a great resource that was immensely helpful. For someone reading this, consider attending or reaching out to a local chapter. If traveling, consider an event or program in another city. Check out the BGS chapter, LinkedIn groups and Twitter.

◆ ANYTHING ELSE?

Yes! I mean, that's the third (and maybe biggest) piece of advice I can add. Say “Yes!” Doors may be opening that you didn't even realize existed. Commit and do a great job.

BACKGROUND

Jeffri's career as a strategic marketer includes work with Fortune 100 companies, entrepreneurial start-ups, and multi-nationals. She has held marketing leadership positions in such companies as The Coca-Cola Company, Chupa Chups, USA, WH Smith and Ralston Purina, and has an extensive background in the development and execution of new products, packaging, services brick and mortar and online retail. As the founder of 'FourEyes, LLC', Jeffri brings strategic thinking to organizations to help them achieve their goals, and is involved in planning customer discovery and research, product innovation and development, compliance, and other marketing services.

Passionate about entrepreneurship, Jeffri also serves on the advisory boards for tech start-ups and a social-enterprise. As a long-standing member of the Junior League of Atlanta – where she is currently the co-chair of a diversity and inclusion initiative – Jeffri is also passionate about her community.

Jeffri received her MBA in marketing from Clark Atlanta University, graduating magna cum laude. She is a lifetime Beta Gamma Sigma member and past President of the BGS Atlanta Alumni Chapter and holds a B.S. degree in finance with an economics minor from Georgetown University.

“

START... BUILD YOUR NETWORK... SAY YES! - Jeffri Epps

HONORS wishes to thank Jeffri for the insights, wisdom and real world expertise she brings to her role as a member of the BGS Board of Governors.

Brewing

SOMETHING *Special*

**5 SEASONS BREWING
HAS A LOT TO
CHEER ABOUT**

By Liliana Chiciu, BGS Member – Atlanta Chapter



“I WANT 5 SEASONS BREWING TO BE A POSITIVE FORCE IN THE LIVES OF THE PEOPLE WHO BECOME INVOLVED WITH IT ... AND IMPROVE THEIR LIVES AS A RESULT.” – CHEF DAVID LARKWORTHY

David Larkworthy, Executive Organic Chef Extraordinaire, is the co-owner of the acclaimed 5 Seasons Brewing. The Sandy Spring site has served as the home meeting spot for the Atlanta Alumni Chapter of Beta Gamma Sigma for a decade, the strong partnership being commemorated with a plaque on the wall. Exploring the crossover between food, beer, and art, the winner of the National Rising Star Chef Award led 5 Seasons to the heights of national and international recognition—rated the No. 2 craft brewery in America by The Travel Channel, and 75th best brewery in the world by ratebeer.com.

THE STORY

Since the age of 23, the self-taught Chef David, influenced by Italian and French chefs, has continued his father's organic food legacy. Despite the convenience of rebranded frozen products, 5 Seasons departs from industrialization and rather supports farmers. Chef David was on the forefront of the local food movement, promoting Georgia's agriculture strength in a menu that pairs unexpected ingredients, such as Coca-Cola cured duck breast or sweet tea braised southern fried organic chicken. Moreover, 5 Seasons produces its own beer, which in growlers of 32 or 64 oz are a perfect gift for any beer lover. Further, Chef David is committed to tackle waste in an environmentally friendly approach by giving to farmers the spent grain byproduct from making

beer for composting in their fields and feeding their livestock.

THE COMMUNITY

A successful business is rarely a one-man show, and Chef David relies on the people around him. When it comes to assembling the right team, he tells the aspirants upfront the good, the bad and the ugly of working in a kitchen and on the restaurant floor. A typical week at 5 Seasons encapsulates over 80 hours of demanding physical and mental work to create 20-30 specials on top of the static menu, using about 1,000 pounds of meat and 2,000 pounds of vegetables to serve around 10,000 customers. Chef David built a cohesive team of loyalists and younger talent to navigate the frenetic pace of modern kitchens where whole pigs and lambs get processed, soup is boiling, and orders overflow.

Today's customers plough more dollars into experiences, and at 5 Seasons people do not come to eat and go; they come to partake in a great story ingeniously crafted by Chef David and his staff. They have featured a variety of nostalgic forms of “eatertainment” such as a baroque brunch buffet with selections from Bach, Handel, and Vivaldi, mood food, music, games, and brewery tours. All of these add to the vast array of multisensory experiences tendered by the kitchen and the brewery, keeping repeat customers and tourists excited and invigorated physically and emotionally.

*Fine dining and uplifting
ambience attracted many Fortune
100 CEOs and celebrities as
regular patrons. Lots of charity
work and special events for more
than 40 organizations, along with
birthdays and weddings created
meaningful and memorable
bonding with the community.*

THE CHALLENGES

Yet, not every day is bliss for 5 Seasons. Chef David and his team must adjust daily commitments to the many curveballs thrown their way: swings in consumer habits, new competitors, economic downturns, or inclemency. As our society advances, so do the food trends, propelled by a constant craving for novelty. Scientifically engineered food and plant-based proteins disrupting traditional food production fascinate Chef David, comparing the technology infiltration in these rising movements to “a genie that cannot be put back in the bottle”. Nevertheless, he plans to stay true to his vision, giving retro foods an exquisite makeover, while paying homage to the high quality nutrients that earth has been providing to humanity for thousands of years.

Challenges extend to vicissitudes and new regulations. When a corporate development company purchased a shopping center and major construction projects emerged that triggered dreadful automobile maneuvering and engulfed parking, 5 Seasons kept going simply due to its outstanding reputation of

excellence. Later on, in 2015, Chef David aligned with the Georgia Craft Brewers Guild seeking a permit for breweries and distilleries to sell their signature craft directly to customers.

THE MULTI-DIMENSIONAL LEADER

Buying local, working with people, serving others, persisting in tough times, persuading people to buy into his vision, and offering affordable, refined, healthy eating are at the forefront of Chef David's philosophy; he believes that caring and understanding help people have a better day. The customers became attuned to his consistently reinforced brand message.

Chef David does not owe his success only to customers, dedicated staff, local farmers, and community, but also to his

family. Husband to Holly, and father to Riley, Liam and Quinn, Chef David masters the high-pressure, long hours with household tasks and teaching his children the art of cooking. In an era of always looking for the next big thing, the resourceful, industrious, and humble leader - entrepreneur, chef, husband, father, friend, and son - David Larkworthy followed his passion and shaped his career into a way of life. By balancing nature and food, experimenting with a plethora of techniques, and blending the right ingredients, he created his most successful recipe: 5 Seasons Brewing – a place that celebrates people.



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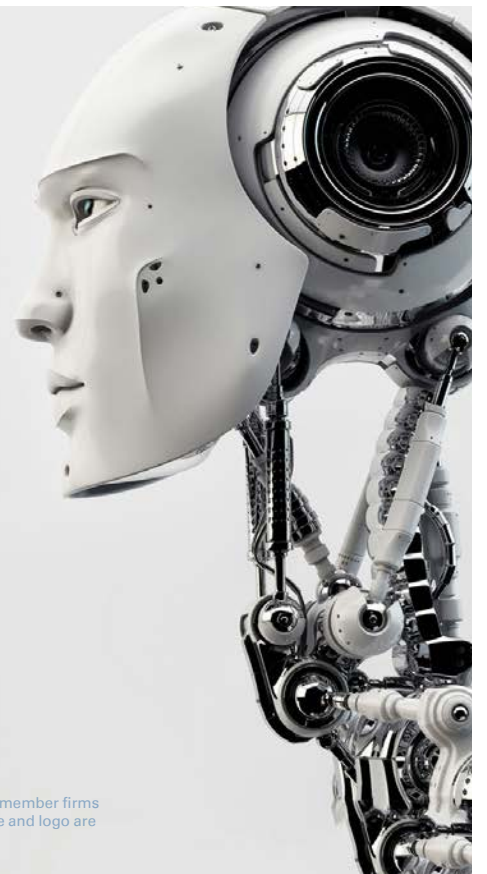
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Scholarship opportunities are available. Talk to your chapter advisor.

MEET THE DEAN

Richard Lyons is the 14th Dean of the Haas School of Business at the University of California, Berkeley. Over the course of 11 years, Dean Lyons has helped to move academic programs at Haas into the top 10 in all major rankings, driven a competitively separating culture initiative, funded construction of a new state-of-the-art academic building, and led the creation of two new degree programs. Rich will step down as Dean at the end of his second term in June 2018 and will return to his position on the Haas School of Business faculty in July.

Prior to becoming Dean in July 2008, Rich served as the Chief Learning Officer at Goldman Sachs in New York City. In addition, Rich spent six years on the faculty at Columbia Business School. Before working at Goldman Sachs, he served for a year as Acting Dean of the Haas School and as Executive Associate Dean and Sylvan Coleman Professor of Finance the following year.

Rich earned his BS in Business with highest honors from the Haas School in 1982. In 1987 he received his PhD in Economics from MIT.

◆ GROUNDING IN THE BUSINESS SECTOR

Past consulting relationships include the Federal Reserve Bank, the International Monetary Fund, the European Central Bank, and Citibank. He is a member of the Council on Foreign Relations, was an Associate Editor of the *California Management Review*, and, prior to joining Goldman Sachs, served as Chair of the Board of Directors of Matthews Asia Funds; he was also a member of the Board of Directors of iShares (Barclays Global Investors).

◆ AWARDS & RECOGNITION

Rich is a highly respected educator and a popular professor: in 1998 he received U.C. Berkeley's highest teaching honor, the Distinguished Teaching Award, and has won the Haas School's Teacher of the Year Award (Earl F. Cheit Award For Excellence In Teaching) six times.

HONORS ASKED RICH ABOUT HIS VIEWS ON LEADERSHIP AND INNOVATION – TOPICS ABOUT WHICH HE IS PASSIONATE AND ON WHICH HIS CURRENT RESEARCH ACTIVITIES HAVE BEEN BASED. WE AT HONORS THANK DEAN LYONS FOR HIS SIGNIFICANT CONTRIBUTIONS TO BUSINESS EDUCATION.



Rich Lyons

Dean, Haas School of Business, University of California, Berkeley

◆ YOUR CULTURE INITIATIVE REALLY SPEAKS TO LEADERSHIP. AS WE UNDERSTAND IT, PART OF THE REQUIREMENTS FOR AN MBA CANDIDATE RELATE TO THE TENETS AND THE INCOMING STUDENT BEING SOMEONE WHO MIRRORS THEM. HAVE YOU SEEN ANY DIFFERENCES IN STUDENTS WHO ARE BGS VS. NON-BGS IN TERMS OF DEMONSTRATING THEM?

We are uncompromising in our admissions around the four defining leadership principles. So, for example, if in an interview we get a clear sense that an applicant does not align well with “confidence without attitude,” we choose not to admit every time, regardless of how strong their careers and scores are. The point is not that such people cannot be successful in business. They often can and are. We are just not the right school for them. So, when comparing BGS to non-BGS students, we do not expect to see differences. That said, the BGS criteria do line up very well with this distinctive Haas culture, so I do believe that there is particular cultural alignment among the BGS group.

◆ HAVE THE TENETS HELPED ANY STUDENTS RISE TO BGS STATUS? ANY EXAMPLES?

Yes, in the sense that the behaviors and attributes that we look for are so well aligned. We take care (of course) to apply the BGS criteria directly. For example, when we talk about “students always,” we have in mind something beyond curiosity, which most all strong students have. Rather, it’s more about having the confidence to learn even when learning is hard – to reach, and take risks, in stretching to learn.

◆ HOW DO THE CULTURAL TENETS RELATE TO A STUDENT BEING ENTREPRENEURIAL – NOT NECESSARILY IN STARTING A BUSINESS BUT IN HAVING AN ENTREPRENEURIAL MINDSET, DEMONSTRATING LEADERSHIP QUALITIES ... ‘THE STRETCHING TO LEARN’ YOU REFER TO?

They very much relate. For example, by “question the status quo,” we very much have in mind the habit-of-mind to ask, “Isn’t there a better way to do this?” Not all smart people naturally ask themselves this question, so it is not just about raw smarts. This is a habit-of-mind that most entrepreneurial people couldn’t shut down even if they wanted to.

◆ ARE YOU SEEING HIGHER INTEREST AMONG STUDENTS WHO HAVE PLANS TO BE FUTURE ENTREPRENEURS?

Yes, more and more are interested, and more and more are enabled at Berkeley Haas — and at all strong business schools for that matter. We are also seeing big increases in graduates who want to go into a startup for their first job, even if not a founder.

◆ IS THERE A GENERATIONAL DIFFERENCE? ARE SO-CALLED ‘MILLENNIALS’ MORE ‘SOCIALY AWARE’ THAN PREVIOUS GENERATIONS ... AS IN THEIR INTERESTS IN SOCIAL CAUSES BEING HIGHER AMONG THEM AS COMPARED TO PRIOR GENERATIONS?

Absolutely. Thinking about business in that larger “business in society” frame is strongly taking root, and in my judgment, not just among millennials — I believe it is an evolution of the way modern economies practice capitalism. I expect it to continue. And this is a good thing for all of us — the private sector needs to do some very important work for society over the coming decades.

◆ DO YOU THINK BGS SUPPORT (RESOURCES, CHAPTER INITIATIVES, ETC.) HELPS STUDENTS BECOME BETTER LEADERS ... AND IF SO, HOW?

Yes. I go back to the phrase, “You can’t be what you can’t see.” I know when I was first elected to BGS as an undergraduate at Berkeley Haas, it helped me think of myself a bit differently. That one’s gifts are being called out in so public a way is quite elevating psychologically. It also helps, in my view, young people see a bit more clearly that their life’s most important work is less likely to be done as an individual contributor ... and more likely to result from working through and with other people. That is one way to define what leadership is about.

◆ AS WE UNDERSTAND IT, YOU WILL BE LEAVING YOUR POSITION AS DEAN AND RETURNING TO A POSITION ON THE FACULTY. WHAT WILL YOU BE TEACHING?

Currency markets and international finance. These are my specialty areas. That said, I am now enjoying teaching cases on how leaders set culture in organizations. For example, the case I just published with my colleague Jennifer Chatman at Berkeley Haas — who is a domain expert in the field — is part of the Berkeley Haas Case Series (The Berkeley-Haas School of Business: Codifying, Embedding, and Sustaining Culture).

DEAN LYONS’ CULTURE INITIATIVE: THE DEFINING PRINCIPLES

These four Defining Leadership Principles are at the center of the culture initiative Dean Lyons formulated at the Haas School. All have become deeply embedded in admissions and all other aspects of the school and alumni experience — so much so that student surveys cite the school’s distinctive culture as a top reason for choosing to attend Berkeley Haas over peer schools. In the last ten years, more than 90% of graduates said they are not only familiar with them, but that the principles have served as beacons in navigating their lives and careers.

Question the Status Quo:

Being able to envision a different reality, to take intelligent risks, and to learn from failure, as well as having the courage to speak our minds.

Confidence without Attitude:

Being able to make decisions based on facts and analysis, giving us the confidence to act without arrogance, leading through trust and collaboration.

Students Always:

Having a mindset of curiosity and lifelong learning, seeking personal growth, and practicing behavior that tells others we can learn from them.

Beyond Yourself:

Considering the long-term impact of our actions and the facility for putting larger interests above our own.

In fact, these four principles were always latent in the school’s history. By codifying them and doubling down on them, they now form a source of competitive separation that the Haas School’s Board and internal constituencies are fully committed to for the long term.

◆ WHAT ARE YOU MOST PROUD OF DURING YOUR TENURE AT HAAS?

Mostly, I'm proud of how much excitement and energy there is around the school. And pride in going after things in ways that are fully consistent with our values. I cannot take credit for divining those four defining leadership principles – they were in the air when I arrived. But we did codify them together, and that is part of the excitement. I'm also very excited about the picture we are painting of working to make Berkeley the pre-eminent institution for the pairing of Business and STEM.

We want to prepare leaders who define what's next for our markets and our societies. This kind of path-bending leader is more critical than ever to our collective future because the change opportunities that STEM fields are producing are enormous, while at the same time our world is on many paths that absolutely must get bent, e.g., in areas such as education, healthcare, demographics, safe water, and energy.

NEW THINKING FOR THE NEW ECONOMY

Developing leaders who can redefine how we do business has been a focus of Berkeley Haas. This “stretch” view on leadership development fits well with the school's geographic advantage as part of Silicon Valley. Part of the school's approach to doing this is connected to the vision of making Berkeley – with its particularly strong STEM departments – the pre-eminent institution for the pairing of Business and STEM.

For example, the first class of students started last fall in the Management, Entrepreneurship, & Technology (M.E.T.) program—a unique dual-degree offering from Haas and Berkeley Engineering. A new dual-degree undergraduate program with the Life Sciences is in the works. Faculty members have also voted for a new dual-degree with Engineering that couples the MBA with a Masters in Engineering. The school expects to develop a suite of additional dual degrees at the MBA and undergraduate levels with Data Science, Chemistry, Health Sciences, and others.

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Social Entrepreneurism: Making A Difference

Technology, greater recognition among organizations as to the importance (and high public visibility) of corporate responsibility – as well as increasing social awareness (especially among millennials) – have had a significant impact on increasing investment in social causes. Long the defining mission of prominent social sector organizations and foundations, it's gone mainstream.

The entrepreneurs presented here demonstrate that it's no longer primarily about financial gain — now it's driving social change to benefit underserved communities around the world.



Partnering With Native Rainforest Communities In The Amazon



Kurt Holle - Rainforest Expeditions, BSc, Forestry - Universidad Nacional Agraria La Molina (1993) From The Peru Alumni Chapter

Kurt Holle is a conservation and ecotourism entrepreneur who founded Rainforest Expeditions (RFE) in Peru in 1992, offering trips to the Amazon. The company hosts 15,000 guests a year at three lodges, one of which is owned by an indigenous community in the Peruvian Amazon. With experience in designing, implementing, managing and marketing operations, Holle worked with local communities, ensuring sustainable business practices and forest conservation.

Kurt is also the co-founder of Deep in Forest, an investment network of 11 native communities and entrepreneurs designed to scale businesses that are working with communities and their forests. He has worked in certification, handicraft development, designing economic incentives for conservation, environmental funds and finance mechanisms, and serves on the board of two not-for-profit organizations.

RFE runs three eco-lodges (one of which is a world-renowned research center). One of the lodges, Posada Amazonas, is entirely owned by the native community (180 families) of Infierno and is co-managed by RFE. The community and RFE share the profits generated by guest revenues. By including the community as a partner in the business, RFE generates a commitment to the conservation of forests, including enforcement of no hunting zones.

For more information, go to perunature.com

Reducing Recidivism With Synchronized Social Services



Louise Wasilewski - CEO at Acivilate, Executive MBA, Goizueta Business School, Emory University (2013), B. Eng. Honors, Aerospace Systems (1991) From the Emory University BGS Chapter

After three years of user research, networking and bootstrapping, Louise Wasilewski obtained venture capital for a system focused on helping people successfully return from prison to society.

The product is Pokket — essentially a case management system for departments of corrections and other government agencies. As a person in prison transitions back to regular life, he or she might be working with an employment agency, a housing agency, a parole officer and other government points of contact. The trouble is, these people tend to work separately and are not connected. Acivilate's software brings the transitioning prisoner's information into one place.

Now that the company has investment capital, Wasilewski plans to hire more customer support staff and developers. Because many wait until they leave prison to start searching for jobs, Wasilewski wants to add functionality to Pokket that will offer prisoners the ability to write their resumés before entering society.

For more information, go to acivilate.com

Conserving The Ecosystem



Rafil Mohamed - Co-Founder/ Expedition Leader, Reef Check Maldives, Master's Degree, Marketing - University of Sydney (2016), Bachelor's Degree, Business Management - The Manchester Metropolitan University (2012), Inducted into BGS in 2017, From the New South Wales Alumni Networking Group

Rafil Mohamed and a colleague set up the official Maldivian chapter of Reef Check in 2017 — a grassroots-based movement focused on conservation and monitoring of Maldivian reef eco-systems. Working with local divers, Reef Check coordinates concerted, community-based survey efforts around the archipelago.

Rafil holds a master's in marketing degree from the University of Sydney. He put his business suit in the closet to follow his passion: diving in the Maldivian reefs. Seeing first-hand how the reefs were under threat from climate change and rampant development, he decided to take action that will help protect the natural beauty of the Maldives.

In nearby Oman, a similar situation exists. Since 2009, Biosphere Expeditions (with the support of Reef Check, the Marine Conservation Society and the Anglo-Omani Society) has been surveying Omani reefs and training Omanis in reef survey techniques. This has resulted in marine protected areas being established in Musandam and community-based surveys conducted near Muscat.

There is another beneficiary of this work; the Grand Hyatt Muscat, as well as Euro Divers Oman, have agreed to provide corporate support for Reef Check Oman's community-based survey efforts.

For more information, go to reefcheckmaldives.org

High Tech Education For Children



Elena Sveshnikova - Co-founder CODE4FUN, Masters of Marketing, The University of Sydney (2014), Russian Presidential Academy of National Economy and Public Administration (2011), Bachelor's Degree in Journalism, Lomonosov Moscow State University. Inducted into BGS in 2014

Elena Sveshnikova's CODE4FUN is a team of educators focused on teaching primary and high school students how to code. Said Elena: "Our vision has always been to teach children new skills to prepare them for the digital future."

Upon migrating to Australia, Elena identified a market gap not supported by the national education curriculum or covered by the commercial sector: a program to help children learn how to code. Co-founded in 2014 with partner Grigory Punanov, CODE4FUN kicked off its business with 30 children enrolled in their after-school coding program.

"We love what we do and have a great team of educators - however starting our own business has had its challenges, such as ensuring we keep the children engaged, however the reward is to see how our students progress and create sophisticated software projects."

- Elena Sveshnikova

Today, CODE4FUN offers computer-programming classes at 28 different locations around Sydney with over 1500 students attending regular weekly classes. In addition to in-class programs, they use video conferencing as a mode of delivery for remote Australian schools.

CODE4FUN is the first coding school in Sydney offering a new blockchain and cryptocurrency course for high school students.

For more information, go to code4fun.com.au

The 'Impact Investing' Trend

University-affiliated impact investment funds consist of cash raised by universities, corporations, philanthropic institutions and university alumni as seed and early-stage capital to university-affiliated innovators. Generally, these impact funds are marked as seed money for innovative high-potential (but inexperienced) entrepreneurs who target community betterment initiatives.



One Acre Fund – A Follow Up

In the Spring 2017 issue of HONORS, we showcased the involvement of Abby Butkus with the One Acre Fund. Since that time, Abby has moved on to become Finance Director at New Profit – a national nonprofit venture philanthropy fund headquartered in Boston.

As a follow-up to our original story however, HONORS wanted to check in with One Acre Fund. Shown right is the organization's dashboard report. As shown, One Acre Fund has made significant advances in terms of farm families served and rural jobs created a year later.

	2015 Actual	2016 Actual	2017 Actual	2018 Projected
Scale 🍌 Farm families served	305,000	446,000	615,000	760,000
Scale 🍌 Full-time staff (95% rural jobs created)	4,300	5,400	6,295	8,300
Impact*** 🍌 \$ gain in farmer income (annual + asset impact)	\$156	\$135	\$171	\$160
Impact*** 🍌 % gain in farmer income (annual + asset impact)	52%	67%	65%	50%+
Sustainability 🍌 % loan repayment	99%	98%	97%	97%+
Sustainability 🍌 % field sustainability	79%	73%*	69%**	76%



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ENTREPRENEURISM: IS IT IN THE CARDS?

The spark of a new idea often comes from cross-disciplinary, multi-dimensional thinking. It's about connecting the dots and connecting to other people. It's also about attitude: One must have a healthy and informed view of what the risks are – and the intestinal fortitude to overcome them.

Here, we offer a series of stories about entrepreneurs submitted to us by BGS chapters around the world. What we want you to come away with after reading these success stories has to do with an appreciation for the multi-disciplinary nature of entrepreneurial thinking. That is, the dots being connected can come from anywhere.

MARC VAN DER CHIJS (SERIAL ENTREPRENEUR)

University of Maastricht, BBA & Master's Degrees, Economics (1995), Beijing Foreign Studies University, Mandarin Chinese (2002-2003)

Marc van der Chijs is a Dutch venture capitalist based in Vancouver, Canada. After studying business economics in Maastricht (Netherlands) he joined Daimler's international trainee program in their headquarters in Stuttgart, Germany. He worked for Daimler for 7 years until he decided to become an entrepreneur and studied Mandarin Chinese in Beijing.

As an entrepreneur, Mark set up the online video site Tudou, now listed on the NYSE after merging with Youku. He also set up the Asian operations for Dutch game company Spil Games and was involved in online fashion start-up UnitedStyles. He left China in 2013 to move to Vancouver where he joined CrossPacific Capital as a partner. Today, he focuses on financial tech investments such as P2P finance and Bitcoin.

"When I saw the opportunity (Bitcoin) it changed my world. I then started investing in Bitcoin and in blockchain companies and started to travel to conferences all over the world to learn more and become part of the community."



PRESTON BOYER - PRESTON DOUGLAS FASHION

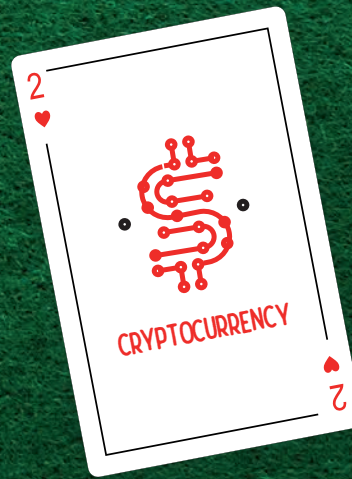
C.T. Bauer College of Business, University of Houston, Submitted by the Bauer College BGS Chapter

Preston Boyer is a 22-year-old marketing and entrepreneurship senior at Bauer, who just launched the third collection in his men's luxury fashion line. As he tells it, he was sitting in an Intro to Entrepreneurship class (pre-requisite to getting into the Wolff Center for Entrepreneurship at Bauer) when Clinical Assistant Professor Carlos Ortega told the class: "If you keep thinking of a business idea before you go to bed, and it keeps coming up, and you're losing sleep over it, you have to do it."

Preston launched Preston Douglas in 2016, starting in streetwear and apparel for the growing "sneakerhead" culture. Soon, he interned for a radio show, made YouTube videos (and grew a following) and began styling Houston rappers. All the while, he learned valuable marketing and design skills, and achieved a level of notoriety in the urban fashion community.

"Five years from now, I will be operating out of New York and will expand into different areas and build the Preston Douglas brand into a lifestyle brand."





SEAN EDWARDS AND ROSS KUNMANN -LYSI U.S.

*Coastal Carolina University,
Submitted by the Coastal Carolina
University BGS Chapter*

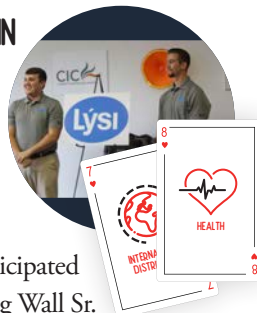
Sean Edwards and Ross Kunmann participated in Coastal Carolina University's E. Craig Wall Sr. College of Business Administration Wall Fellows program, which prepares students for careers in major firms, both domestically and internationally.

Their new business began through an initiative between the Wall Fellows and the Icelandic Whales Alumni Association – which regularly collaborates with the university to offer hands-on research and consulting opportunities for Coastal students in major Icelandic firms.

As a part of the Wall Fellows program, Seam and Ross traveled to Reykjavik for an applied internship abroad program that gives members the chance to conduct hands-on research and work experiences in Icelandic companies. They ended up creating a business plan for their company, which was successfully pitched to LYSI, a leading producer of fully refined fish oils for human consumption, headquartered in Iceland.

Edwards (CEO) has a double major in marketing and communications; Kunmann (CFO) is a double major in entrepreneurial management and accounting. Both credit each other's complementary skillsets as critical success factors.

LYSI U.S. has an 11% share in the oils and omega-3 global market and also produces 35% of the world's cod liver oil.



ANA PEREZ GARCIA - CANARD DRONES

*MSc, Aerospace Engineering –
Universidad Politécnica de Madrid
(2000), MBA, Entrepreneurship –
IE Business School, Madrid, Inducted
into BGS in 2015, Submitted by the
Madrid BGS Chapter*

Ana Perez García is a co-founder of Canard Drones, a company that offers real-time inspection of airports and runway facilities using fast, autonomous, and zero emission UAVs (Unmanned Aerial Vehicles, or drones).

From 2006 through 2016, Ana held multi-disciplinary positions within the aerospace industry. At Airbus, her roles ranged from program management positions through head of engineering with 650+ direct and indirect reports. In addition, she worked in the Airbus Defense and Space office in the area of digital transformation and innovation.

In 2016, Ana and her three other co-founders launched Canard Drones — the first company in the world to offer unmanned inspection and calibration services to 42,000 airports worldwide.

Canard Drones has been widely recognized on the world stage. Among many other distinctions, Ana's company was chosen as the most promising European tech solution company by Techstars, a Google Startup Next accelerator for entrepreneurs.

“One of my greatest goals was creating an engineering company from scratch.”



THE VALUE OF ENTREPRENEURSHIP STUDIES

FOR ANTONIA BOLLA (JAMIE & I)

"I feel like my whole study experience has been a pathway to get to this point. The Genesis program and Sydney Innovation Hub Sprint were the best things in my degree and overall. We had staff and experts from the business school at our fingertips and there was a cluster of huge talent and knowledge right there for us. It's been a huge learning experience."

JAMIE & I

FOR SEAN EDWARDS AND ROSS KUNMANN (LYSI U.S.)

Said Coastal Carolina University President David DeCenzo about LYSI U.S. — "We're especially pleased to announce the launch of this unique new business — a special outcome of Coastal Carolina University's ongoing partnership with our Icelandic alumni."



FOR PRESTON BOYER (PRESTON DOUGLAS FASHION)

PRESTON DOUGLAS™

Bauer College's Cyvia and Melvyn Wolff Center for Entrepreneurship (WCE) is ranked No. 2 in the United States on a list of Top 25 Best Undergrad Programs for Entrepreneurs in 2018 (Entrepreneur magazine). Students who took a major or certificate program through WCE within the past 10 years have created 441 businesses with more than \$156 million in funding and a 96% survival rate.

FOR ANA PEREZ GARCIA (CANARD DRONES)

Ana's studies at the IE Business School, with a focus on entrepreneurship, were the logical next step in helping her to realize her dream of "someday starting an engineering firm from scratch."



ANTONIA BOLLA - JAMIE & I

Masters of Commerce Degree, Marketing, Strategy, Innovation and Entrepreneurship - University of Sydney (2017), Inducted into BGS in 2017, Submitted by the New South Wales Alumni Networking Group



Antonia Bolla had a lifelong passion for fashion and design — and a deep interest in e-commerce and digital marketing — the seeds of inspiration for Jamie & I.

Antonia's idea came to her while she was getting ready for an event and couldn't find an outfit to wear.

With the help of the Sydney Social Innovation Hub and her sister Lidia Bolla, (current co-founder and CEO of vision&) Antonia launched Jamie & I — an online intelligent shopping assistant/virtual stylist. Using artificial intelligence to match a buyer's personal style with a curated selection of products, customers can make direct purchases of products from multiple brands and stores.

Antonia's start-up idea won the Sydney Social Innovation Hub Hatch prize through Sydney Genesis, which provided her with an intensive five-day sprint prototyping workshop with an experienced mentor, \$10,000 in venture funding and working space, as well as business advice support for 12 months.



2018 BETA GAMMA SIGMA ENTREPRENEURIAL ACHIEVEMENT AWARDS

Relevant to this issue of HONORS are the recipients of the 2018 Beta Gamma Sigma Entrepreneurial Achievement Awards.



Dr. Merle A. Hinrich

Founder, Hinrich Foundation

Nominated by Hong Kong Baptist University

Dr. Merle A. Hinrich is founder of The Hinrich Foundation, a private philanthropic organization established in 2012 for the charitable purpose of promoting sustainable global trade. The Hinrich Foundation encourages the private sector and governments to drive innovation and competitiveness in trade-related activities. Hinrich Foundation programs focus on international trade policy research, trade scholarships and career development, and export-led job creation in developing Asia.



Michael Seibel

CEO and Partner, Y Combinator

Nominated by Morgan State University

Michael Seibel is CEO and Partner at Y Combinator, a seed accelerator that has funded over 1,464 startups, created a community of 3,000 founders, and whose companies have a combined valuation of over \$80 billion. Mr. Seibel is a successful serial entrepreneur, a global leader in the development of viable high growth startups, an effective advocate for diversity in the startup ecosystem, and a champion for innovation in undergraduate education.



Lise Watier

Founder and Co-Chair of the Board, Lise Watier Cosmetics; President, Lise Watier Foundation

Nominated by Concordia University

Lise Watier built her company from the ground up to make it the number one prestige cosmetic company in Canada. Today, Lise Watier Cosmetics, known as “the brand created by a woman, for women,” features a broad line up of innovative make-up, skin care, and fragrance products. Lise’s philanthropy is extensive: 100% of the proceeds generated from the sales of two cosmetic products have raised over \$1 million for the foundation.

DONOR PROFILE

BGS Member Kathleen Kiernan:

*B.S. Marketing, LaSalle University
MBA, Drexel University*



Kathy Kiernan is a lifetime Beta Gamma Sigma member and long-time donor who exemplifies the standards we at BGS hold dear.

Background

Kathy Kiernan is a highly accomplished marketing and sales executive with a track record of successful business

development and business growth. From 2001-2017, Kathy held increasingly responsible leadership positions at APPI Energy that ranged from National Sales Director, to Vice-President Business Development through Senior Vice-President and Managing Partner. Previous to APPI, Kathy was Market Manager at CSX Transportation, growing this rail transportation company's business in the areas of frozen foods and juices.

From 1990 to 1998, Kathy worked for Consolidated Rail Corporation, in roles ranging from Business Development Analyst through Account Executive and National Account Manager. Note that as National Account Manager, Kathy managed the development and growth of a \$25 million account base that included eight Fortune 500 companies such as Coca Cola, Nabisco, H.J. Heinz and Tropicana.

A Father's Wisdom

In very large part, Kathy attributes her career success to her father's guidance and wisdom when she was growing up:

"Anyone can get B's and C's. But it's the people who work really hard that get A's and become honor students."

The wisdom of her father drove Kathy forward educationally – she is a lifetime BGS member and has a great love for BGS and other students who aspire to excellence. Throughout her career, it was these types of candidates she sought when filling job openings – and the reason why Kathy has been an ardent supporter and long-time donor to BGS. Said Kathy:

"Students who rise to become BGS members have a fire in their belly. These are the people I want to work with. They are the reason I give."

Transformations

The BGS fire sparked Kathy's decision to go back to school in 2017 and enter the Institute of Transformational Leadership at Georgetown University. Upon completion, she took the entrepreneur's leap from APPI Energy and went on her own as founder and principal of Open to the Possible Coaching and Consulting.



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Certificate in Cybersecurity | Certificate in Nonprofit Management

THE UNIVERSITY
OF TAMPA

“What I love about BGS is it recognizes the world is changing and recognizes those who go above and beyond.” - Kathy Kiernan

This venture, which she runs from her Seaford Delaware office, is focused on guiding other leaders – ranging from current CEOs through entrepreneurs such as herself. As a consultant to business leaders, Kathy’s focus is on strategic planning and ongoing coaching and support.

Additionally, Kathy is highly involved with the nation’s youth through her work with Junior Achievement and is currently Executive Board Chair of Junior Achievement of the Eastern Shore. Kathy also works with other non-profit organizations such as the Delaware Community Foundation Fund for Women (Sussex County) and has held leadership roles in others that include Habitat for Humanity, the Salisbury University Perdue School (Executive Advisory Council Chair), and more.

As in her business career, Kathy attributes her involvement in the non-profit sector largely to the wisdom of her father – and the fire she feels BGS helped to instill. Said Kathy:

“One of the key reasons I went back to school was I felt it was important to do more service work. [It has to do with] going above and beyond and the recognition that the world is changing – I wanted to have a role in that and make an impact. There’s a definite BGS tie-in.”

The Spirit of Entrepreneurism

With Kathy’s experience as both an entrepreneur and consultant/coach to business leaders whose goals include entrepreneurship and leadership excellence, Kathy emphasized the spirit of entrepreneurship vs. the traditional view of entrepreneur as new business founder:

“In today’s world, employees and leaders both need to be entrepreneurial in spirit –

“Anyone can get B’s and C’s. But it’s the people who work really hard that get A’s and become honor students that are making the difference.” –Eugene P. Kiernan, Sr.



whether starting up a company or working for one. Employers want people who are entrepreneurial – in their thinking. Being people who think outside the box and are open to new ideas. Who are multi-dimensional. Who are not satisfied with the status quo ... even when it’s working.”

On behalf of present and future BGS members, we are extremely grateful for Kathy Kiernan’s support of our organization and the things she is doing in both the for and non-profit sectors. Kathy Kiernan is keeping the fires burning and making a difference ... her father’s flame endures.

Thank you, Kathy Kiernan!

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Chapters around the world are sharing images of their induction ceremonies, service projects, networking events and more. Share some of your own by emailing us at bgshonors@betagamma.org.



Top: Isabel Córdova, President of the Spain Alumni Chapter posed with BGS members. Middle Left: Students drawing future aspirations for their careers at the 2017 Global Leadership Summit. Middle Right: At the Hong Kong BGS Annual General Meeting – new directors were elected by chapter members. Bottom: The Ritsumeikan Asia Pacific University Chapter's induction ceremony was held Jan 24th, 2018. 76 members were in the 2nd selection due to interim criteria that was adapted.



ALUMNI



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Top Left: Partha Rao, BGS member, hosted a re-engagement meeting with fellow BGS members from the Singapore Alumni Networking Group.

Top Right: Youngstown State University recently hosted a tapping ceremony on their campus.

Middle Left: More than 30 BGS attendees from the Switzerland Alumni Chapter attended an art gallery at Galerie Gmurzynska. BGS Switzerland President Benjamin Schmitt's wife, Melanie Schmitt, an art historian, was their gallery tour guide.

Middle Right: Mounting of the BGS Key at the Marilyn Davies College of Business Building, University of Houston-Downtown.

Bottom: Shown here are attendees at a recognition ceremony at the University of Sydney.



recognition, networking, learning

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Top Left: Marshall University's recent induction ceremony was one of their highest attended ceremonies in recent history. With the retirement of Harlan Smith, BGS Chapter Advisor for the last 15 years, the BGS chapter at Marshall University has renamed the ceremony in his honor. Top Right: In March, the ChicagoLand Alumni Chapter hosted a brewery tour for 16 BGS members. A networking event followed the event. Middle: BGS members from St. John's University participated in a pancreatic research walk in New York City. Information about the event and a link to their fundraising page can be found at <https://events.lustgarten.org/team/163958>. Bottom: 'BGS Gives Back' event with Junior Achievement and the St. Louis Area Alumni Chapter.

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