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January 2008

Georgia Southern Marketing Students Give Company a Facelift

Three *Georgia Southern University* marketing students have transformed an established Georgia company, changing its name, its look, and its website to better reflect its growing list of clients and services. From now on, South Georgia Computer Solutions (SGCS) will be known as Georgia Technologies, Inc.

“When SGCS contacted the Center for Retail Studies, they explained that they were no longer serving only south Georgia, but had developed a national client database, including NASA,” said **Kathleen Gruben**, associate professor of marketing and director of the Center for Retail Studies in Georgia Southern’s College of Business Administration. “They were looking for help in developing a new face for the company. I asked three hard-working and capable students to take this project and run with it, and the result has been phenomenal.”

The marketing majors who took the lead are **Ashley Ferguson**, **Amy Kirkland** and **Kandayce Lee**.


“We completed this project as a special topics class, so we each earned college credit for our work,”

said Lee, who will graduate in December.

By surveying SGCS clients, the trio determined that the company had a loyal following, but its name no longer reflected its activities accurately.

“Dr. Gruben allowed us to use her advertising class to brainstorm on brands, slogans and logos,” Lee said. “With their help we took the company to a more modern look in its Web and advertising presences.”

The team suggested using a video on the Georgia Technologies website (www.georgiatechnologies.com) to explain the name change to long-time customers. They also made suggestions on keeping in touch with clients through reminder postcards.

“These marketing students surveyed our clients, gave us fresh ideas and really opened our eyes on the need for a new look,” said Joseph Eason, vice president of customer relations. “They gave us lots of concepts to work on, and we think the changes they created will be beneficial. When we saw their final presentation, we knew they had had done a great job.” 

UGA Service Learning Project Helping to Rebuild Stricken Louisiana Parish

Thirty students from the Leonard Leadership Scholars Program in the *University of Georgia’s* Terry College of Business spent Jan. 10-13 in New Orleans, working with Habitat for Humanity in the continuing effort to clean up the destruction left by Hurricane Katrina.

The 2008 Leadership Scholars chose as its service learning project to concentrate on helping to rebuild St. Bernard Parish, a county east of New Orleans that has not improved dramatically since the storm cause massive devastation in 2005.

“I think it is our responsibility to help our fellow Americans recover from this terrible tragedy,” said Leadership Scholar **Lauren Berardicurti**. “We’ve spent

a lot of time discussing our values and our purpose as leaders,” she noted. “this trip is one way that we can live the values we all share, such as civic and personal responsibility and caring for others.” Berardicurti formed a nine-member student committee to plan, organize and arrange the project.

“After almost two years of studying leadership and developing our skills, we are excited about moving our work beyond our campus,” said **Chris Crittenden**, president of the Scholars Class of 2008. “Hurricane Katrina demolished more than just homes. It destroyed the will of some of the most disadvantaged. We hope that through our work we will change the hearts of the poor by providing hope again.” 