

"In light of The Princeton Review's recent acknowledgement of Georgia Southern's College of Business Administration as one of the top business colleges in America, it is only fitting that COBA revive its membership society to recognize and celebrate our heritage," said alumnus Doug Lambert, chairman of the Eagle Executive Society.

Dear COBA Supporters,

As part of COBA's overall fundraising efforts, the Eagle Executive Society provides the College with an ongoing foundation of financial support. The \$50 membership fee and contributions of alumni, parents, friends, students, faculty and staff make an immediate impact by providing funds that can be used to address the most pressing needs of our College. The membership money raised through the Eagle Executive Society provides invaluable financial support for programs such as BBA and graduate scholarships, college-wide leadership programming, and investing in our faculty and staff.

While annual support from all constituencies is vital to us, support from our alumni is the cornerstone of the effort. Currently, just 10% of our COBA alumni contribute to the College. Over the next three years, we challenge our alumni to rally and double this percentage! By becoming a *Charter* member of the Eagle Executive Society, not only will you help fund important initiatives that will help the College grow, you will also enhance our reputation as an outstanding business school.

"COBA is preparing the next generation's business leaders by providing today's students with the best faculty, technology, facilities, and learning opportunities available," said Dean Ronald Shiffler, "but we've reached a point where increased alumni support is essential to keep us moving toward our goal of national recognition. The Eagle Executive Society is designed to encourage annual contributions to COBA that will close the gap between tuition and the total cost to educate a student.

For more information, please go online to <http://coba.georgiasouthern.edu> to see where your membership dollars will go. Your gift to the College of Business Administration will have an exponential impact, reaching far beyond the College itself.

Thank you for your support,

Dr. Ronald E. Shiffler, Dean
College of Business Administration
Georgia Southern University

I decided to join the society now, while I am still a student, as a way to support COBA and my professors. I plan to continue my membership after I graduate as a way to stay connected.
Blake Seckinger, logistics student graduating in 2009.

"We have an opportunity to bring back the goals and plans of the original Business Executive Society, and I am delighted to see that happen. I encourage everyone who once supported it to come on board and join us in the new format of the Eagle Executive Society."

Lewis Stewart, assistant professor emeritus & COBA's alumni director