



FOCUS

ABRAHAM BALDWIN AGRICULTURAL COLLEGE

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Driscolls Named Deans of ABAC School of Business

Mark "Dill" Driscoll and Susan Driscoll have been named Deans of the ABAC School of Business, according to an announcement by ABAC President David Bridges.

"I am excited about the ideas and energy that Dill and Susan will bring to the table," Bridges said. "The ABAC School of Business has a solid reputation, and I look forward to enhancing it with their global business experience and progressive mentality."

Dill, as everyone knows him, is an internationally-recognized, experiential marketing pioneer and entrepreneur whose work spans over 80 countries and five continents. He is behind some of the world's most recognizable events, including the Olympic Torch Relay presented by Coca-Cola, the Coca-Cola FIFA World Cup Trophy Tour and the Blue Planet Run. He also served as the first Entrepreneur in Residence at The University of Georgia's Terry College Of Business, for the past three years.

Dill has started eight companies, many of which stand today as leaders in their respective fields. In 1997, Dill and his wife, Susan, founded ignition, a global marketing agency specializing in Sustainable Brand Experiences with a mission to make a positive impact in



Stop by Conger Hall and welcome Dill and Susan Driscoll as the new Deans of the School of Business at ABAC.

people's lives. He also founded Momentum, which was the second experience-based marketing company that he sold to McCann Erickson during the 1990s.

"Through our marketing businesses, we trained more than 200,000 young people worldwide. We were also blessed to work with great companies such as Coca-Cola, Delta Air Lines, BP, ESPN and American Express, managing some of the greatest sponsorship opportunities for global events, including Live 8 and Live Earth," Dill said. "In focusing on our students at ABAC, we want to share the knowledge and relationships we have gained through global experience, enabling students to begin their journeys and fulfill their dreams."

Susan, named one of the top 100 marketers by Ad Age, began her marketing career at The Coca-Cola Company after earning her Master's Degree in marketing research from The University of Georgia. While at Coca-Cola, she led the team that introduced the 20-ounce Coca-Cola Contour Bottle in the United States and directed marketing for Coca-Cola's sponsorship of the 1996 Olympic Torch Relay. Coca-Cola's sponsorship of the Olympic Torch Relay, which is still managed by ignition today, has become one of the world's most recognized sponsorship activations.

"We envision the ABAC School of Business to be the college for students focused on Rural and Community Development and Family Business as well as the best school to build a student's business foundation in preparation for continued higher education." Susan said. "We look forward to community support throughout South Georgia and are committed to making the ABAC School of Business a keystone with which all of South Georgia will be proud to be associated."

The Driscolls are replacing Dr. Jeff Gibbs who retired April 30 after 21 years at ABAC and 36 years in the business of education

Freshman Move-in Day

Freshman move-in day is August 8 from 8 a.m.-8 p.m. Bring hand trucks and wear your ABAC colors to welcome the new freshman! Inside and outside jobs available. Contact bhughes@abac.edu to sign up for your 3 hour shift.



Freshman Convocation Aug 12

Help induct the new freshman class into the ABAC academic community August 12 in Gressette Gymnasium.

Painted Ponies Exhibit at GMA through October

Painted Ponies, Painted Dreams, a new exhibit spotlighting Georgia artist Ann Yarbrough, opened Friday at the Georgia Museum of Agriculture and Historic Village and will run through October. The exhibit opening included a special performance by Grammy-nominated country music star John Berry, who has been a fan and a collector of Yarbrough's work for many years. Visitors in attendance had the opportunity to meet Yarbrough and enjoy locally grown foods and beverages courtesy of the Museum's Wiregrass Farmers Market and the Hilton Garden Inn.



Country Music Star John Berry performing at artist Ann Yarbrough's Painted Ponies, Painted Dream exhibit opening Friday. Pictured left to right: Robin Berry, Ann Yarbrough and John Berry.



Artist Ann Yarbrough (left) discusses her artwork with a visitor at the opening of her exhibit Painted Ponies, Painted Dreams.

2012-13 Stallion Day
 November 10 February 16
 April 6

ABAC Birthdays

- 16 Amy Willis
- 17 Donna King
- 18 Jimmy Ballenger
- 19 Keetra Branch
- 22 Deborah Broome
- 22 Shawn Seat
- 23 Jeff Newberry
- 25 Pam Leonard
- 27 Alan Murphy
- 29 Joseph Brown



The FOCUS is an electronic publication produced by the ABAC Public Relations Office.

Please submit information by **Thursday at noon** to Ashley Mock at amock@abac.edu for inclusion in the next FOCUS.

Forest Lakes Golf Course Hours

Get outside and enjoy the beautiful weather with a relaxing game of golf. The nine-hole golf course at Forest Lakes Golf Club is open from 8 a.m. – 8 p.m. seven days a week. The price for ABAC students, faculty, staff, and senior citizens Monday-Friday for nine holes is \$11 and \$17 for 18 holes. The weekend pricing is \$13 for nine holes and \$19 for 18 holes. For more information call 382-7626.



Summer Museum Hours to Beat the Heat



Summer hours of operation will run through the 28 at the Museum. The new hours are 9 a.m. – 3 p.m. Tuesday - Saturday. Conference facilities will remain available throughout the summer. The Country Store will continue to operate on its normal schedule of Monday – Saturday from 9 a.m. – 5 p.m.

In August, the Museum, Gallery, and Tift House will be open every Thursday, Friday and Saturday from 10 a.m. – 3 p.m., and the Historic Village will be closed for the entire month.

Admission for the Museum Tuesday – Friday, July 1-28, is \$7 for adults, \$6 for senior adults (age 55 and up), \$4 for children (5-16 years old), and free to children four years of age and under. Saturday admission is \$10 for adults, \$8 for senior adults, \$5 for children and free for children four and under.