

News Release



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Southwire, UWG Welcome Sustainable Business Honors Program Students
Innaugural Class Will Study Business Through Company's Sustainability Ideals

(Carrollton, Ga - August 2, 2013) - The University of West Georgia inaugural cohort for the Southwire Sustainable Business Honors Program convened yesterday at a welcome luncheon with Southwire President and CEO Stu Thorn. The luncheon provided the six incoming students with an opportunity to formally introduce themselves to Thorn and learn more about Southwire and its inception of the partnership with the Richards College of Business for the program.

“As our partners in education, we felt like RCOB could teach students not only to build worth, but that they could also go beyond that and focus on course work that we’ve put together to emphasize going green, environmental studies, living well, employee welfare, giving back, stewardship and ethics,” said Thorn. “With that, we’ve also created a much broader view of what it takes to graduate a student who is really ready to go into business not only for short-term success, but for long-term generational success.”

The program, funded by a \$1.1 million gift from Southwire, allows student to complete both a BBA and an MBA in only four years.

“As you go into the job market think about all of the things you will be able to say that your competitors won’t be able to say,” Thorn told the students. “You will be able to speak to so much more than the typical student graduating. From the hands-on experience you will receive to the education you’ll gain from the academics. Trust me, you will be much more marketable.”

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Students will not only benefit from knowledge in the classroom, but also from one-on-one mentoring with corporate executives and unique internship opportunities. The program also engages students in extra-curricular activities that focus on sustainable business development, ethics and corporate responsibility.

“This will be an opportunity you will remember for the rest of your lives,” said Dr. Faye S. McIntyre, dean of the Richards College of Business and Sewell Chair of Private Enterprise. “Each student here comes with high reviews and recommendations, and I am excited to work with and meet each of you.”

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About Southwire

A leader in technology and innovation, Southwire Company is North America’s largest wire and cable producer. Southwire and its subsidiaries manufacture building wire and cable, metal-clad (MC) cable, cord products (including Tappan™ sound, security, and communication cables through Tappan Wire & Cable Inc.), utility cable products, industrial power cable, OEM wire products, SCR® copper and aluminum rod, and continuous casting technology. Southwire also supplies MAXIS® wire and cable installation tools to the commercial, industrial and utility construction markets. To learn more about Southwire’s products, community involvement, and its vision for a sustainable Southwire, please visit Southwire on the web at www.southwire.com.

About the University of West Georgia

The University of West Georgia is the land of opportunity for approximately 12,000 undergraduate and graduate students in 97 fields of study. The university is known for its innovative approach to scholarly achievement, creative expression, and service to humanity. It is recognized by U.S. News & World Report magazine as the #46 public university in the South.

Founded in Carrollton, Ga., in 1906, UWG also offers classes at its Newnan and Douglasville centers and online. For more information, please visit westga.edu.