

# Ask Bryan.

Ask Chris or I-Chieh. Ask Enache and Carlos. Ask any of UNCG's MBA students what has been the apex of their academic journey.



Their answer: the opportunity to solve real-life business challenges for client organizations throughout North Carolina. Consultancy greatly enhances their learning and culminates in a powerful semester-long capstone experience...powerful for our students and for local commerce.

Just ask the North Carolina Zoo Society, Red Hat Inc., Randolph County Small Business Center and Tyco Electronics.

UNCG students are identifying niche markets, revitalizing marketing strategies, improving bottom lines—and ultimately developing a confident vision for the future.

Ask Bryan.  
[knowmore.uncg.edu](http://knowmore.uncg.edu)



PROFILE > Greensboro

## The Native & the Newcomer



### NATIVE

**Keith Holliday, 58**

*Vice president, commercial banker, First Citizens Bank; Mayor of Greensboro, 1999-2007*

MY MOM RAN A HARDWARE STORE AND MY DAD ran a shoe store. They were right beside each other and just a stone's throw from my house. We had employment, school, recreation, services and religion all in this self-inclusive neighborhood I lived in. That was my image of Greensboro.

WE NEVER LOCKED OUR DOORS AT NIGHT.

Everyone in the neighborhood knew everybody. I had dozens of parents looking after me. If I messed up, someone would call my dad and I'd be in trouble. The community spirit that existed back then really left an impression on me.

GREENSBORO IS THE COMPREHENSIVE CITY.

It can give you anything you want. It's a great place to raise a family, but you can also have a wonderful single life here. Whatever hobby you have, you can do it here. If you're into the arts, you can focus on that. If you're into sports, you can focus on that. Anything you want, you've got here.

OUR GEOGRAPHICAL LOCATION COULDN'T BE BETTER.

We're the halfway point on the East Coast with seven intersecting highways for logistics. We have a moderate climate but we still get the four seasons. We're famous for our abundance of sunlight, you feel like this is "Heaven on Earth."



### NEWCOMER

**Lindsay Shivar, 25**

*Project manager, M33 Integrated Solutions, a third-party logistics provider*

I MOVED TO GREENSBORO IN 2005 FROM THE Raleigh (N.C.) area. When I moved here, it reminded me of the Raleigh area but smaller.... It felt comfortable.

WHEN I TELL PEOPLE THAT I WORK RIGHT downtown, they usually raise their eyebrows, like, 'Wow, you've moved right up.'

I WAS SURPRISED BY THE NUMBER OF JOB opportunities here when I started my job search. There's a very professional environment. I see a lot of women in higher roles. That impressed me.

I LOVE GOING TO THE GRASSHOPPER BASEBALL games. Our office is right near the ballpark.

AT LUNCH, I CAN WALK TO PLACES TO EAT downtown or I can drive to Friendly Center, which has restaurants and really good shopping — it's one of my favorite places in town. At night, my friends and I will go out either downtown or to Friendly Center.

MY TWO BEST FRIENDS LIVE IN LARGER METRO-politan areas that have more of a college feel and more nightlife. It's nice to visit them. But as much as I like to go out, I do it in moderation. In those kinds of cities, I'd feel like I have to go out all the time. Here it's more low key.