

In Memoriam: Professors Wesson, Shaw, and Milton

Three retired professors from the Moore School of Business—Dr. William H. Wesson, Jr., Dr. Steven J. Shaw, and Dr. Charles R. “Rudy” Milton—have died.

Dr. Wesson, professor of economics, died May 10, 2003, at age 87. He joined the economics faculty at USC in 1960. He was chairman of the MBA Committee and director of Graduate Studies at the Moore School in the early 1980s. A leader among economists in the South, he served as secretary-treasurer of the Southern Economic Association for many years. He also served as president of the USC Faculty Senate.



Wesson

Dr. Shaw, distinguished professor of marketing emeritus, died September 25, 2003, at age 84, after several months of illness. The founding father of the Society for Marketing Advances (SMA), he had retired from Moore in 1984 after 27 years at USC, although he stayed on as a part-time consultant until 1989. The SMA bestowed the Steven J. Shaw Lifetime Achievement Award on Shaw last year for his contributions to marketing research and education over the years.



Shaw

Dr. Milton, professor of management, died January 27, 2004, at age 78. He headed the management department during some of his tenure at USC and taught a total of 39 years at three different universities. He also authored and co-authored several books in the field of personnel and organizational management. Dr. Milton was a U.S. Navy veteran.



Milton

George A. Brizzolara, Jr., Moore Benefactor, Dies

George A. Brizzolara, Jr., BS '58, Distinguished Alumnus '02, a Richmond businessman who donated more than \$2 million to support undergraduate scholarships at the Moore School of Business, died February 16 after a long illness. He was 71.

Mr. Brizzolara retired in 2001 as president of Old Dominion Brush Co., the Richmond, Virginia-based family firm founded in 1890, but “he came into the office every day until the week before he died,” said nephew Tim Brizzolara. The

firm, the largest brush company in the United States, manufactures leaf vacuums and commercial brushes.

The George A. Brizzolara, Jr. Scholarship Endowment—the largest endowment at the University of South Carolina designated to an individual college—was established in 1998. The first Brizzolara Scholarship, awarded for four years to undergraduate business majors, was presented in 1999.

At a reception held at the Moore School that year to announce the donation, Mr. Brizzolara said that he hoped the scholarships “will provide for academically qualified students with need who otherwise could not attend the business school. I received an excellent business education [his degree was in accounting] at Carolina and want others to have the same opportunity.”



Brizzolara

Dean Joel A. Smith III expressed sadness at Mr. Brizzolara’s death and lauded his generosity to the school. Undergraduate scholarships are one of the greatest needs at the Moore School, Smith said, and gifts like that of Mr. Brizzolara’s “are critical in attracting good students.”

Ben Rex, a 23-year-old native of Greenville, South Carolina, was the first recipient of a Brizzolara Scholarship. Rex, who graduated in 2003, said that he met Mr. Brizzolara at the beginning of Rex’s freshman year in 1999. “He reiterated several times that his time in Columbia was the best time of his life,” Rex recalled,

“and that...he wanted our college experience to be just as positive as his was. In my case, Mr. Brizzolara accomplished just that—and more. His scholarship, along with a couple of other university scholarships, provided me with the



John Palms and Ben Rex present 2002 Distinguished Alumnus Award to Brizzolara

financial freedom to start a business during my sophomore year at USC. Cyberwoven, LLC [based in Columbia] is now more than three years old, and we are developing Web-based software applications for the health care industry, several municipal governments, the retail industry, and a number of nonprofit organizations.

“Getting to know Mr. Brizzolara was a great experience, and he will be greatly missed not only for his sharp wit and kindness, but also for his unwavering dedication to improving the quality of education and student life at USC,” Rex said.