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2018 DEAN’S REPORT

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UAB COLLAT SCHOOL OF BUSINESS 3
This has been a truly transformative year for the Collat School of Business with a new building and student enrollment at more than 3,500.

In August 2018, after two years of construction, we eagerly moved into our new state-of-the-art facility. The first semester in our new home was a whirlwind of construction finishing, adapting to new classrooms, collaborating with our co-occupant (Bill Harbert Institute for Innovation and Entrepreneurship), and hosting tours for community and business leaders.

We are leveraging these new facilities and technologies to build excellent programs, to increase student success and to support economic development in Birmingham. We have been overwhelmed by the positive responses from faculty, staff and students to our new classrooms, labs and technologies. Quite simply, this move has reinvigorated everything we do, from classroom pedagogy to student recruitment to community engagement. Based on the number of smiling faces throughout our building, we have a heightened sense of pride among students, faculty, staff and alumni. Our school’s collaborative learning environment and culture are changing, and it’s been a marvel to witness.

I am forever grateful to the alumni, friends and supporters whose generous gifts made this ongoing transformation possible. They have changed the game, and their continued support is vital to our success.

Thank you for your interest in the UAB Collat School of Business. If you haven’t visited yet, please stop by and say hello. We can’t wait to show you around!

Sincerely,

Eric P. Jack, Ph.D.
Student Entrepreneurs Win Big at Blazer Innovation Challenge Pitch Competition

UAB students with big ideas for new businesses were awarded $8,500 to pursue and promote their ideas in the third annual Blazer Innovation Challenge. The challenge promotes student entrepreneurship and innovative ideas that solve existing product or service problems. The Collat School of Business hosted the event, sponsored by IBERIABANK, in the New Innovation Lab in the school’s new building.

Jared Sluss, a senior majoring in public health, took home the $5,000 first-place prize for his proposal to create a nonprofit organization that matches homeless individuals with vacant rental properties. His organization, called Link and Loan, loans security deposits while also connecting the homeless with landlords who have empty rentals. Sunny Nguyen, a senior majoring in marketing, took home the second-place $1,000 prize for his proposal to create a nonprofit organization that matches homeless individuals with vacant rental properties. His organization, called Link and Loan, loans security deposits while also connecting the homeless with landlords who have empty rentals. Nguyen’s organization will match homeless individuals with vacant rental properties.

In addition to prize money, winners will receive valuable mentoring, coaching and other resources from the UAB Commercialization Accelerator to help incubate and develop their ideas throughout the 2018-19 academic year.

New Joint Master’s Program Combines Engineering Expertise with Business Knowledge

Engineers can advance their careers with a new degree that emphasizes a systems-oriented, multidisciplinary approach to solving complex problems. Students engage in managerial and professional coursework to develop essential business acumen, an ability to think strategically and a commitment to professional work habits. The new Master of Science degree in Engineering Management, a joint master’s degree program offered by the UAB School of Engineering and the Collat School of Business, is a response to an immediate need in the industry.

“My program will train engineers in the skills they need to move into positions of leadership within a variety of career fields,” said Eric P. Jack, Ph.D., dean of the Collat School of Business. “Our professors will focus on developing skills in critical thinking in uncertain business environments, data analytics, teamwork, leadership and communications.”

Students Launch Organization for Distribution Students

Industrial distribution students organized a new student organization in 2018 to provide networking opportunities and professional development support to distribution students. The Society of Distribution Leaders provides current and potential ID majors with the valuable professional skills needed for future careers.

The organization already has hosted multiple Birmingham business speakers to give students an inside look into the growing field of industrial distribution. CSOB has 17 different student organizations that serve a variety of professional fields and interests.

Beta Alpha Psi Chapter Granted Superior Status

UAB’s student chapter of Beta Alpha Psi, an international honorary and service organization for accounting, finance and information system students and professionals, was granted “Superior Status” for the sixth year in a row for its academic and public service work.

Led by Collat School of Business faculty advisor and accounting instructor Eddie Nobars, the chapter received $275 for the award sponsored by the KPMG Foundation.

UAB Sales Certification Program Among Top in Country

The Sales Education Foundation (SEF) recently recognized the UAB Collat School of Business as a Top University for Professional Sales Education in its 2018 ANNUAL magazine. “Knowing how to sell is a skill set any student can use,” said Mike Wittmann, Ph.D., chair of the UAB Department of Marketing, Industrial Distribution and Economics. “Employers like that students can learn and practice selling at UAB. These students tend to learn the sales process within companies faster than their peers, need less coaching and stay with their companies longer.”

UAB’s Professional Sales Certification Program is one of the top 112 programs in the United States, according to SEF. The program focuses on business-to-business sales situations, providing students with a strong knowledge of how to be effective when selling in business markets.

UAB Adds Interprofessional Certificate for Nonprofit Leadership

Professionals and students can advance their knowledge and understanding of nonprofit organization and leadership through UAB’s new Interprofessional Certificate for Nonprofit Leadership. The collaborative program offered through the Collat School of Business, College of Arts and Sciences, School of Education, and School of Public Health challenges students to improve their understanding of nonprofit organization leadership and the latest management and strategic best practices that benefit organizational stakeholders.

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JARED SLUSS PITCHES HIS IDEA AT THE BLAZER INNOVATION CHALLENGE
Collat by the Numbers

Undergraduate Enrollment by Program

<table>
<thead>
<tr>
<th>Program</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>772</td>
</tr>
<tr>
<td>Economics</td>
<td>46</td>
</tr>
<tr>
<td>Finance</td>
<td>249</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>150</td>
</tr>
<tr>
<td>Industrial Distribution</td>
<td>212</td>
</tr>
<tr>
<td>Information Systems</td>
<td>307</td>
</tr>
<tr>
<td>Management</td>
<td>479</td>
</tr>
<tr>
<td>Marketing</td>
<td>376</td>
</tr>
<tr>
<td>Undeclared Business</td>
<td>99</td>
</tr>
</tbody>
</table>

Graduate Enrollment by Program, Including Dual Enrollment

- Accounting: 142
- MBA: 601
- MIS: 118

- Total: 865

Transfer Students

- Of all students transferring to UAB, 31% become business majors.
- Of business students enrolled only online: 1,086
- Of business students enrolled in at least one online class: 3,555

Certificate Programs

- Total: 212
- Industrial Distribution: 307
- HR Management: 479
- Information Systems: 307
- Management: 376
- Marketing: 99
- Undeclared Business: 150

Total COLLAT Enrollment Fall 2018: 865

Transfer Students Fall 2018: 1,086

5-Year Growth of Business Students Enrolled Only Online

- 2013: 201
- 2018: 601

Student Enrollment 5-Year Growth

- +29%
Achievements

Management Student Receives Prestigious Study Abroad Scholarship

Management major Lola Diaz earned the Benjamin A. Gilman International Scholarship and spent a semester studying at the University of Hull in England. The Gilman Scholarship, sponsored by the U.S. Department of State’s Bureau of Educational and Cultural Affairs, increases accessibility to study abroad programs for undergraduate students across the United States. Diaz received $5,000 towards her study abroad costs. The program is highly competitive, awarding only 2,500 scholarships out of more than 10,000 applications each year. A junior from Alabaster, Diaz chose to study in England because of its successful, growing business sector. She serves as treasurer of the Pre-Law Society of UAB and is interested in corporate law.

Accounting Student Honored with Leadership Award

Master of Accounting student Hanna Traweek was named Ms. UAB. Traweek also was selected by Beta Alpha Psi to serve as a Regional Alumni Representative for the West Region for the 2018-19 year.

HR Student Selected for Competitive Innovation Fellowship

Human Resource Management student Hafa Al Harrasi was named a University Innovation Fellow by Stanford University’s d’Arbeloff Management Education Program. She joined 261 other students from 64 higher education institutions in nine countries to become agents of change through innovation and entrepreneurship on campus. Harrasi, an entrepreneurship minor, was trained in design thinking, a process for coming up with innovative solutions to unstructured problems. The University Innovation Fellows program empowers students to think outside the box and find innovative solutions to fill voids around campus. Fellows work to ensure their peers gain the knowledge, skills and attitudes required to compete in the economy of the future and make a positive impact on the world. Harrasi traveled to Silicon Valley in March for the University Innovation Fellows’ fifth annual meetup after completing six weeks of online training. “When I graduate, I’d like to work for a startup,” said Harrasi, a junior from Muscat, Oman. “The fellowship gives us a platform to create and implement new and different ideas, while teaching our peers about entrepreneurship and innovation.”

Finance Students Compete in International Portfolio Competition

UAB finance students Braxton Barnwell and Jared Walker competed with more than 400 students worldwide, ranking in the Top Ten in a prestigious investment competition. EquitySim is an investment portfolio simulation powered by an integrated artificial intelligence platform that evaluates participants’ skill sets, personality traits and culture fit over a four-month period. Barnwell and Walker, both members of UAB’s Financial Management Association student chapter, at one point ranked first and eighth, respectively. The competition is a tryout for top internships with sponsoring financial services firms, including Goldman Sachs, J.P. Morgan, Credit Suisse, Morgan Stanley and Royal Bank of Canada. Through the UAB student chapter of the Financial Management Association, UAB’s finance students are able to compete for some of the nation’s top internships in finance. Since its inception two years ago, EquitySim has placed more than 300 students in paid internships with these firms. Internship opportunities include investment banking, sales and trading, equity research, risk, and technology.

ID Student Named Ms. UAB

Khushree Modi, a sophomore industrial distribution major, was named Ms. UAB. She is concentrating in medical supplies & equipment distribution. A recipient of the Greenelee Industrial Distribution Scholarship, she is a UAB orientation leader, a member of Alpha Xi Delta Theta Phi Chapter and an Athletics hostess. She also volunteers with Into the Streets through UAB and has volunteered at “BOO at the ZOO” Sensory Inclusion Night.

Accounting Student Earns Prestigious Scholarship

Holly Giang, a Master of Accounting student, earned the prestigious PCAOB Scholarship from the Public Company Accounting Oversight Board. The scholarship program provides merit-based funding to encourage outstanding undergraduate and graduate students to pursue a career in auditing. The PCAOB awards are for $10,000 each. A former Collat Scholar at UAB, Giang also earned the Dr. Jerry D. Memorial Dean’s Award in 2017. She served as the lead tutor in the Collat Tutoring Lab, was a Money Math Camp counselor for the Regions Institute for Financial Education at UAB and served as an assistant in the Dean’s Office.

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Accounting Student Honored with Leadership Award

Master of Accounting student Hanna Traweek was honored with the Graduate Student Award for Service and Leadership by the Office of Student Affairs. The award was given at the 43rd annual UAB Honors Convocation and recognized her outstanding scholastic achievement, leadership and service to UAB and the community. Traweek also was selected by Beta Alpha Psi to serve as a Regional Alumni Representative for the West Region for the 2018-19 year.

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UAB bridges collaboration, innovation and entrepreneurship with the new $37.5 million, state-of-the-art Collat School of Business building. The building offers a modern learning environment with the technology infrastructure necessary to competitively recruit the next generation of business leaders. Open seating areas throughout the building promote collaboration and a sense of community. UAB’s student-run investment fund, the Green & Gold Fund, is housed in the new Chad Thomas Hagwood Finance Lab. The Medical Properties Trust Auditorium located on the lower level of the building has a FEMA-rated storm shelter that can accommodate more than 200 people in the event of severe weather.

Blazer Pride Plaza, a large landscaped courtyard on the east side of the building, leads students to the main entrance of the Collat School of Business, while the main entrance to the Bill L. Harbert Institute for Innovation and Entrepreneurship, co-located in the building, is on the north side.

Williams Blackstock Architects of Birmingham and Robert A.M. Stern Architects of New York City served as the architects of record on this project. Brasfield & Gorrie served as general contractor and self-performed all concrete work, including foundations, foundation walls and site hardscapes.
THE BEAUTIFUL THREE-STORY MEDICAL PROPERTIES TRUST COMMONS SERVES AS THE BUILDING’S LIVING ROOM. THE 3,800-SQUARE-FOOT GATHERING SPACE CAN HOST RECEPTIONS AND EVENTS FOR UAB.

THE MEDICAL PROPERTIES TRUST AUDITORIUM ON THE LOWER LEVEL SEATS 175, CAN BE USED AS A FLIP CLASSROOM AND DOUBLES AS A FEMA-RATED STORM SHELTER FOR 200+ PEOPLE.

THE REGIONS INSTITUTE FOR FINANCIAL EDUCATION’S SUITE ON THE FIRST FLOOR FEATURES A 1,200-SQUARE-FOOT FINANCIAL EDUCATION LAB TO SERVE UAB STUDENTS AND THE BIRMINGHAM COMMUNITY.

THE BRONZE BLAZE MEANS BUSINESS SCULPTURE AT THE BUILDING’S MAIN ENTRANCE HAS QUICKLY BECOME A RECOGNIZED UAB LANDMARK AND ONE OF THE MOST PHOTOGRAPHED PLACES ON CAMPUS.
Quiet spaces, breakout rooms and lounge areas are spread throughout the building. They provide space for students to relax or study before class.

The marble wall outside the career center pays homage to the building’s financial supporters. A custom digital display tells the stories of the major donors through videos, photos and creative graphic elements.

The Nielsen Innovation Lab is a design thinking space that accommodates team-based learning and classes focused on innovation. It connects to the Harbert Institute through the Innovation Bridge.

The Collat Stats:

- **Square Feet for Learning**: 108,981
- **Classrooms**: 12
- **Common Use Spaces**: 9
- **Lab Spaces**: 6
- **Breakout Rooms**: 14

Quiet spaces, breakout rooms and lounge areas are spread throughout the building. They provide space for students to relax or study before class.

The marble wall outside the career center pays homage to the building’s financial supporters. A custom digital display tells the stories of the major donors through videos, photos and creative graphic elements.

The Nielsen Innovation Lab is a design thinking space that accommodates team-based learning and classes focused on innovation. It connects to the Harbert Institute through the Innovation Bridge.
Ten years ago, UAB launched an academy focused on the future of care at the university. The UAB Healthcare Leadership Academy is a collaboration between the Collat School of Business and the School of Medicine that cultivates essential leadership skills and teamwork between UAB clinicians and executives.

Funded with a generous gift from Amy and Duane Donner, the Healthcare Leadership Academy (HLA) is founded on the premise that the future of academic health systems will be led and managed by clinicians and executives who operate at the frontiers of medicine and possess the leadership skills required to guide their organization into an increasingly complex future.

“The Healthcare Leadership Academy is an incredible partnership that has helped emerging leaders in the UAB medical community develop their leadership skills by reflecting on themselves, their organizations and the wider world,” said Eric P. Jack, dean of the UAB Collat School of Business. “We have turned out some incredible classes of talent in the past 10 years, and thanks to generous donors who support the program, we will continue to influence medical leadership in our region for years to come.”

More than 230 faculty and staff have completed the eight-month program and used their newfound insights to influence the growth of UAB Medicine and the patient care it provides. Participants work together to advance UAB care, developing projects such as a digital navigation tool for patients and families and a program to encourage medical students to choose careers in primary medicine.

The UAB Medicine Wayfinder, a mobile and desktop app to help navigate the hospital, was launched in 2018 as a result of one HLA group who studied ways to improve patient navigation. The HLA group was an impetus for this free app that provides step-by-step directions with functionality similar to Google Maps, enabling patients and their families, guests, and staff to reach destinations with ease and reliability, anywhere on the medical campus.

The 11th cohort of leaders kicked off in August 2018 with 24 participants. This year’s projects to improve care include UAB Medicine employee wellness, diversity recruitment best practices, clinical data access improvement and identifying ways to decrease appointment no-shows. The groups will share their presentations to key stakeholders in May 2019.
UAB Adds New Endowed Chair in Entrepreneurship

Patrick J. Murphy, Ph.D., joined the Collat School of Business in 2018 as the inaugural Goodrich Endowed Chair in Innovation and Entrepreneurship. The endowed chair was established in 2017 by Mike and Gillian Goodrich to support education and research in innovation and entrepreneurship at the Collat School of Business.

Murphy has been an entrepreneurship professor for more than 15 years and is well versed in cutting-edge entrepreneurship training and the enhancement of entrepreneurship education through outreach to entrepreneurial ventures, community engagement and program development. His long list of entrepreneurship research publications includes multiple studies of technology ventures and social enterprises. He also wrote a scholarly book about historic mutinies on seafaring ventures facing radical uncertainty during the Age of Discovery, which was published by Yale University Press.

“I am very excited to join the world-class team at UAB and lead the academic entrepreneurship program,” Murphy said. “Our team is going to build and launch high-impact initiatives, serve aspiring student entrepreneurs, work with faculty members across the university, and support Birmingham’s amazing entrepreneurial ecosystem.”

Faculty and Staff Highlights
New Faces. Fresh Talent.

Samuel Goh, Ph.D., Associate Professor
Goh teaches graduate IT and business strategy classes and undergraduate database management classes at Collat. He received his Ph.D. in management information systems from Florida State University.

Michael Pimentel, Ph.D., Assistant Professor
Pimentel teaches undergraduate marketing research and sales management classes at Collat. He received his Ph.D. in marketing from The University of Alabama.

Zhilei Qiao, Ph.D., Assistant Professor
Qiao teaches graduate-level data science classes and undergraduate business intelligence classes at Collat. His research is focused on text mining, deep learning, product innovation, entrepreneurship and mobile analytics. He received his Ph.D. in computer/information technology from Virginia Tech.

Yufei Zhang, Ph.D., Assistant Professor
Zhang teaches undergraduate retail marketing and digital marketing at Collat. She received her Ph.D. in marketing from Michigan State University.

Laura Tull, academic advisor for accounting and finance students, was honored with the UAB Outstanding Academic Advising Award.

Business communications instructor Randy Kornegay earned Quality Matters recognition for his online course.

Management Professor Anthony Hood, Ph.D., received Alabama Power’s 2018 Power of Leadership Award.
Collat Hosts Birmingham’s Youth Leadership Forum

Birmingham’s top high school students toured UAB and Innovation Depot in March to learn how education and economic development drive improvement in the city. The students were part of Birmingham’s Youth Leadership Forum, the high school arm of Leadership Birmingham. Management professor Anthony Hood co-chaired the event, arranging for the students to tour multiple economic development sites in Ensley, facilitating discussion related to economic development throughout the day, and shaping a narrative for students on the importance of economic development in all areas of the city.

Collat Scholars Honor Charles Collat with Service

More than 30 Collat Scholars served Birmingham’s homeless community this year in honor of Charles Collat, who generously funded the Collat Scholars Program. The scholars served as guides to help clients navigate the services of Project Homeless Connect (PHC) at Boutwell Auditorium. PHC connects homeless persons with an array of services such as housing, employment services, pet care, medical services, and personal care. The Collat Scholars Program includes a commitment to community leadership and service for scholar recipients.

Business Course Explores Plight of Working Poor Through Service Learning

The Collat School of Business recently introduced a new service-learning course, “Taxation and the Working Poor,” designed for students to explore the objectives and consequences of various aspects of the U.S. federal tax system in relation to the working poor. In addition to in-class instruction, students participate in free income tax return preparation for families that qualify for the Earned Income Tax Credit, the federal government’s largest anti-poverty program to support low-to-moderate income working families. The course blends in-class instruction and discussion, tax preparation training, completion of a tax preparation test and tax preparation at a campus-based or community-based site through the Save First initiative of Impact America and the United Way of Central Alabama. Students study perceptions of those living in poverty and various business practices that prey on the working poor, including payday loans and exorbitant fees for simple tax returns.

Collat Engages in Birmingham’s Smart Cities Discussion

Birmingham leaders gathered in March for a roundtable discussion on the city’s 2018 Smart Cities Readiness Challenge Grant and what Birmingham’s future in the digital age should look like. Management professor Anthony Hood, who recently accepted a second role as Director of Innovation in UAB President Ray Watts’s office, participated in the discussion that focused on where technology and people come together and how key components like infrastructure and the internet can help improve lives in the metro area.

“We’re trying to come up with a model for inclusive economic growth. What does that look like? Quite frankly, I don’t know that there is any city in the country that has actually figured this out,” Hood said. “Birmingham can be the city that figures that out. When we talk about Smart Cities, talk about technology and building the city of the future, we need to make sure none of our citizens are left out.”