The impact of Farrell Hall will be felt in many ways. For students, staff and faculty it represents a physical space that encourages the interpersonal and interdisciplinary collaboration that designs the Wake Forest experience. The building is designed to bridge the gap between the way teachers teach and students learn by offering technology, flexible meeting and study space as well as dedicated space for social interaction.

Medlin Commons
As the doors of Farrell Hall open to our business students, we celebrate a building that offers new potential—broad and deep—for business education at Wake Forest.

Farrell Hall is a visionary space that physically unifies the undergraduate and graduate business programs on our campus. But it offers far more than locating two important programs under the same roof; it opens the prospects of exponentially more productive collaboration, research, engagement and learning.

The opening of Farrell Hall is the result of the collaborative efforts of our alumni, parents, friends and business faculty. It is a welcoming place, inviting students, faculty and staff to pursue creativity in their work and lives. This building, constructed by members of the Winston-Salem and Forsyth County community, is more than a building; it is an environment that inspires leadership, character, excellence and service.

We are proud of this milestone for the Wake Forest School of Business, for we see that the quality of the environment projects the caliber of education that happens here. We are deeply grateful to all who brought this splendid vision to this moment.

Nathan O. Hatch
President, Wake Forest University

Farrell Hall represents the shared vision of Mike and Mary Farrell, the Board of Visitors, Wake Forest University and the School of Business faculty and staff.

Here in this inspiring structure, we will unite the undergraduate and graduate business programs physically under one roof.

Farrell Hall represents the crucible: the place where we will transform business education to meet the demands of the market now and in the future. We are committed to providing nothing less than the highest quality of education, and the programs and services offered here are designed specifically to develop the ethical, engaged and visionary leaders that will guide and inspire future generations.

We are proud to educate the future leaders of the noble business profession.

Steve Reinemund
Dean of Business • Retired Chairman/CEO • PepsiCo

Mike Farrell (1951–2012)

It was with great sadness that the Wake Forest community learned of the passing of Mike Farrell in October 2012, a few months after his diagnosis of cancer.

Throughout his leadership in the Board of Visitors for the School of Business and in the Wake Forest Board of Trustees, Mike had a transformational effect on Wake Forest University. And through his generosity, Mike leaves a lasting legacy for the School of Business with the completion of Farrell Hall in 2013.

Mike’s commitment to Wake Forest was based on a shared vision that a strong moral foundation, as well as an exemplary academic experience, was the best preparation for life. Mike always lived a life consistent with the University’s motto, “Pro Humanitate” (for humanity). We are eternally grateful for his service and his gifts that will continue to strengthen Wake Forest for many years to come.

Nathan O. Hatch
President, Wake Forest University

As the doors of Farrell Hall open to our business students, we celebrate a building that offers new potential—broad and deep—for business education at Wake Forest.
In October 2010, Mike and Mary Farrell, parents of Michael Edward Farrell, a 2010 Wake Forest University graduate, pledged $10 million, the largest cash commitment by individuals to the School of Business to date. That first gift paved the way for the new home for business education; a state-of-the-art facility designed to foster heightened faculty-student engagement, elegantly finished with a traditional Georgian exterior to match the beauty of the Wake Forest campus.

Calling Wake Forest "a unique American institution," the Farrells wanted to honor Mike Farrell’s father, Michael John Farrell, a maintenance engineer who worked for the New York City Transit Authority. He was not a college graduate, and interestingly enough, neither was his son, Michael A.J. Farrell, who built Annaly Capital Management Inc. into the world’s largest real estate investment trust. Given Mike’s New York City roots, several New York landmarks served as inspiration for the Farrells’ gift, which came during a time of deep recession in the country. Mike Farrell said, "The Empire State Building, the Rockefeller Center—these things were built during the Depression when people didn’t think they were achievable. When people are confused, scared and concerned about direction, you need to send a strong message that we can’t stop thinking about the future. We need to make sure we have the right leaders in place, and places like Wake Forest create those leaders.”

The Farrell family attended the official groundbreaking on April 8, 2011 and returned to campus for a topping out ceremony on April 13, 2012—almost exactly one year later. In October 2012, Mike Farrell passed away after his battle with cancer which was diagnosed earlier that year. His wife, Mary, accepted a posthumous honorary Doctor of Letters during commencement in May 2013. A short two months later, in July 2013, faculty and staff members began moving into the building, along with the 2014 class of 140 Master of Arts in Management students who became the first to attend classes in Farrell Hall. At Farrell Hall’s groundbreaking, Wake Forest President Nathan Hatch said, “Our goal was to answer the question, ‘What do we want to be in management education and how can we translate this into a physical space?’ With this gift, the Farrells are demonstrating their support for the promising future of business education at Wake Forest. Mike and Mary are committed to values-based education, which is central to the mission of Wake Forest University. We share a joint commitment to quality, personal attention and values.”

“ANYTHING IS POSSIBLE WITH DETERMINATION AND A DREAM” Mike Farrell (LLD ‘13, P ‘10)

HOW FARRELL HALL WAS BORN
The “soul” of the School of Business is the Founders Living Room, an 8,500 square foot area where students and faculty gather, study and socialize. The Founders Living Room ties many of the functional areas of the building together, while having the flexibility to host events of various types and sizes, adding to the overall educational experience.
Established through a partnership with the Office of Personal and Career Development, the School of Business and the Undergraduate College, this exceptional 2,800 square foot facility enhances employer-student connections and builds on the high-quality education and preparation our students receive in the classroom.

**Information Commons**
Designed to meet the present and future needs of our students and faculty, this innovative space represents a 21st century library and features abundant technological resources for research and information, emphasizing virtual tools over traditional reference materials.

**Einstein Bros. Bagels**
Students, faculty and staff have access to healthy and convenient meals and snacks throughout the day with Einstein Bros. Bagels located right off the Founders Living Room. The café-style dining experience creates another shared space for students, faculty and staff to engage and interact.

**Broyhill Auditorium**
Through the generosity of the Broyhill Family Foundation of Lenoir, NC, Farrell Hall boasts a 400-seat state-of-the-art auditorium, creating an ideal location for our world-class speaker series, business lectures and presentations, allowing the School to enhance the student experience outside the classroom.

**Bern Beatty Colloquium**
A former student named this space in honor of current faculty member Bern Beatty. Located on the third floor, this oval-shaped room can host class discussions, board meetings and receptions. It features a 16-screen video wall and floor-to-ceiling windows that provide a sweeping view of the Founders Living Room and the Reynolds American Foundation Terrace and Gardens.

**Reynolds American Foundation Terrace and Gardens**
With a prime high-ground location on the Reynolds campus, Farrell Hall directly benefits from mature natural foliage and surroundings. Off the Founders Living Room is a secluded area that helps define the patio space and fire pit that serve as a natural gathering spot.

**Brockway Recruiting Center**
Established through a partnership with the Office of Personal and Career Development, the School of Business and the Undergraduate College, this exceptional 2,800 square foot facility enhances employer-student connections and builds on the high-quality education and preparation our students receive in the classroom.
The four-level, 130,000 square foot Farrell Hall features state-of-the-art technology and groundbreaking design to create an environment where faculty-student engagement can thrive. Built around a “living room” concept that brings faculty and students together in new ways, the world-class facility incorporates flexible classrooms and collaborative spaces, allowing students the opportunity to learn intimately and intuitively within a shared space.

- 400-seat Broyhill Auditorium
- Overflow broadcast capability to seven different locations in the building
- Greenroom/lounge area for speakers and VIP guests
- Hall of Excellence
  - A gathering space honoring excellence in business
- Brockway Recruiting Center
  - Interview rooms (14), conference room and recruiter lounge
  - Kitchenette and private restroom
- Student refrigerators and microwaves in the North Wing
- Restrooms with shower facilities for those who bike to work or exercise
- Classrooms (6), dedicated study rooms (6), and after-hours study rooms (14)
- Staff areas for Building Operations, IT, Marketing, and Employer Experience

BUILDING HIGHLIGHTS

- Four Levels: Auditorium, Ground, Second, Third plus landscaped grounds
- Student occupancy for 1,250+
- Offices and work areas for 170 faculty and staff
- 18 classrooms, including 16 with natural lighting
- Georgian architectural exterior with modern high-tech interior
  - Stone from Jerusalem
  - Marble tables from Italy
  - Granite from Mt. Airy, NC
  - Building brick is a special “Deacon blend” to match the Wake Forest campus
- LEED Silver Certification (Gold pending)
- Radiant heating/cooling system in Founders Living Room moderates temperature efficiently
- ADA compliance ensures an effective learning environment for people of all physical abilities
- Building design reflects organizational design best practices, fostering communication, creativity and collaboration

FINISH DESIGN
THURS 3 OCT 2013
Ground Level
- Founders Living Room
- Einstein Bros. Bagels
- Student Engagement Suite
- Reynolds American Foundation Terrace and Gardens
- Classrooms (6), dedicated study rooms (2), after-hour study rooms (4), and collaboration spaces (2)

Second Level
- Medlin Commons
- Information Commons
- Salzman-Medica Dean’s Suite
- Student shared printer rooms
- Wellness room
- Faculty offices, classrooms (2), dedicated study rooms (4), after-hours study rooms (2), and collaboration spaces (6)
Third Level
• Bern Beatty Colloquium
• Student shared printer rooms
• Faculty offices, classrooms (4), after-hours study rooms (4), and collaboration spaces (8)

FINISH DESIGN
FRI 4 OCT 2013
The undergraduate business school at Wake Forest University was founded in 1949 as the Wake Forest School of Business Administration by Professor Gaines M. Rogers. The original School employed eight full-time faculty and offered two degrees: B.S and B.B.A. In 1968, Rogers resigned as dean of the school, and was replaced by Harvard finance professor Robert S. Carlson, who instituted the school’s first MBA program. In 1970, the school was transformed into a department within the college, and in doing so lost its AACSB accreditation. In 1980 the department was again reorganized into the School of Business and Accountancy with Thomas C. Taylor as dean. Subsequently, the school was re-accredited in 1985. Beginning in 1994, the school began to offer two new programs: a Master of Science in Accountancy, and a B.S. in Analytical Finance. In 1995, the school was renamed the Wayne Calloway School of Business and Accountancy, after former graduate and Chairman and CEO of PepsiCo, Wayne Calloway, who had been a long-standing friend of the university. In 2003, the school relocated to F.M. Kirby Hall in the Wayne Calloway Center.

Calloway School of Business and Accountancy

In September 2007, former Wake Forest Provost Jill Tiefenthaler announced that the university would merge the leadership of both the Babcock School of Management and the Calloway School of Business and Accountancy under one dean forming the Wake Forest School of Business. On July 1, 2008, former PepsiCo CEO Steve Reinemund assumed responsibility as Dean of the Schools of Business and Professor of Leadership and Strategy. At the time, Wake Forest became one of only a handful of American business schools to appoint a corporate executive as dean.

Babcock Graduate School of Management

In the spring of 2011, Wake Forest broke ground on the new Farrell Hall, made possible through a generous donation by Mike and Mary Farrell of Summit, NJ. In the summer of 2013, this 130,000 sq. ft. facility will become the home of the graduate and undergraduate Schools of Business. By combining the programs under one roof, the school will once again be the Wake Forest School of Business to better reflect the united institution. Farrell Hall will be one of Wake Forest’s most distinctive buildings, featuring state-of-the-art technology and groundbreaking design to create an environment where faculty and student collaboration can thrive. Built around an 8,200-square-foot “living room” concept that brings faculty and students together in new ways, the leading-edge facility is designed to include flexible classrooms and spaces that allow for collaborative learning and social interaction.

Wake Forest University Schools of Business

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