




Wake Forest University  
School of Business

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 Allegacy Center for Leadership and Character

## **Allegacy Center for Leadership and Character named at Wake Forest School of Business**

*Allegacy continues dedication to leadership and character education*

**Winston-Salem, N.C., September 20, 2019** – Allegacy Federal Credit Union is furthering its dedication to the ethical and principled practice of business for the common good through a generous 10-year \$2 million investment and partnership with the Wake Forest University School of Business to support the School’s Center for Leadership and Character.

Allegacy and the School announced the renaming of the Center to the Allegacy Center for Leadership and Character in a ribbon-cutting ceremony held last Friday in Farrell Hall on the Wake Forest campus.

“We are honored to deepen our relationship with the Wake Forest School of Business and its students, alumni and community partners, with this commitment to the Center,” said Cathy Pace, Allegacy’s President and Chief Executive Officer. “Wake Forest teaches students to not just be effective leaders, but to also be ethical leaders whose values, virtues and vision orient them toward the common good, regardless of their field of study.”

University President Nathan Hatch shared the importance of leadership and character in the life of Wake Forest University remarking, “Leadership and character education is not a short-term mission for Wake Forest; it is the essence of who we are and it is the definition of what we are about. I am grateful for the vision of partners who are taking up this worthy mantle with us. The Business School, with the support and collaboration of Allegacy Federal Credit Union, will have the capability to develop more opportunities for

our students to practice authentic leadership and advance their character development on campus and within our greater Winston-Salem community.”

The Allegacy Center for Leadership and Character pursues its mission of accelerating the capability of leaders and organizations to achieve results with integrity by facilitating the integration of leadership and character development in the School of Business, building strategic alliances, and creating sustainable systems for developing the School’s faculty, staff, and students along these dimensions.

“We are thrilled to have Allegacy as a partner in this important pursuit,” noted Patrick Sweeney, Professor of the Practice of Management and the Center’s Executive Director. “This partnership will enhance the Center's impact within the School of Business, Wake Forest University, and the community as a whole.”

Find out more about the Center [here](#).

### **Contacts**

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