

Cude Named to University of Georgia Endowed Professorship

Brenda J. Cude, a professor in the Department at Financial Planning, Housing and Consumer Economics at the University of Georgia, has been named a Georgia Athletic Association Professor in Family and Consumer Sciences.

Cude, who serves as director of the UGA Center for Economic Education, researches consumer decision-making with an emphasis on the personal financial literacy of college students. She has been widely published and is a member of the editorial board of the *Journal of Consumer Affairs*.

She is a FACS 100 Centennial Honoree and was named the FACS Outstanding Teacher of the Year in 2007. In addition, Cude received the Educator of the Year Award from the Direct Selling Education Foundation last year and was inducted into the UGA Teaching Academy in 2008.

The Georgia Athletic Association Professorship II is awarded for a term of four years to a faculty member in FACS with an “outstanding national reputation” and one who is a leading scholar in the field.

“Being named a Georgia Athletic Association Professor in Family and Consumer Sciences is very meaningful to me,” Cude said. “My relationships with the mentors who have been major influences in my personal and professional life began when I was an undergraduate student and an athlete and have continued to this day. This professorship will provide support that will allow me to continue to mentor others.”