



Fall 2016 Issue



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INSIDE THIS ISSUE

This newsletter is dedicated to Miss USA 2016 and graduate of the Reginald F. Lewis College of Business, Deshauna Barber.

CONGRATULATIONS

"We are exceedingly proud to have a Trojan represent the USA in this capacity. Deshauna exemplifies scholarship, leadership, and inner strength. She is a role model for all students."

Dr. Makola Abdullah, President

Ms. Barber "Constitutes the very best of the College of Business and she demonstrates to students what is possible through hard work and commitment."

Dr. Emmanuel Omojokun, Dean

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2016: THE FALL SEMESTER IN PICTURES



Monet Graves, Brianna Flores, and Ryan Pope join President Abdullah along with Bob Walker, Wayne Walton, and Kelly Evko for Virginia Gateway Region breakfast.



Sharon Taylor embraces the Sanders family on freshman move-in-day.



Deonesha Williams and David Gharthey return to recruit students to Deloitte.



Kailah Mattox, Tiffany Tucker, and Justine Santana plant flowers at Singleton Hall.



Jhadee Gordon, Kevin Carter, and Stephon Singh take a break from accounting.



Project Shadow at the Federal Reserve Bank of Richmond. Tiffany Tucker at legislative reception. Jasmine Baskett at State Farm ribbon cutting with Jessie Bell.



Orientation session for freshmen is all smiles!



Kabria, L'Nique', and Cameron pose for a pic with Jonathan.



Myia and Corey are student-athletes.



Bruce smooches his girlfriend.



Kevin Carter visits with Michael Hawkins in the office.



Keana and Shaieek participate in National Kidney Day.

Burning the candle at both ends

As though being a full-time student is not enough work for anyone, three students this fall decided to take on one of the biggest commitments for someone in the business world, i.e. entrepreneurship. Jasmine Aden (Management major), Ahmad Alnigrish (Marketing major), and Justin Camp (Management major) effective this semester own and operate respectively Salon O'vaa in Woodbridge, Tech Genie RVA in Richmond, and Petersburg Pet Manor in Petersburg. The latter is owned and operated in concert with Justin's wife.

For the College of Business, it is rewarding to have students take the big step of going in to business for themselves. *"A lot of college students at institutions across the country talk about entrepreneurship and their interests thereto but to take the risk and to secure the capital to open a bricks and mortar business while still in school is quite special and frankly rather unique"* said Patrice Perry-Rivers (Assistant Professor and Director of Center for Entrepreneurship) Ahmad remarked, *"I have no time for anything but school, my business, school, and my business!"*

Lift with your knees, not your back!

The Reginald F. Lewis College of Business in August rolled up their sleeves and got to work moving in scores of freshmen to their dorms. Led by Dr. Emmanuel Omojokun (Dean) and joined by a dozen faculty/staff, the College helped families haul everything from suitcases to refrigerators up several flights of stairs (the elevators for those patient enough to wait) in the Quads. Families were grateful for the extra brawn but they were particularly impressed that faculty and leadership lent their help. Said one mother to her daughter, *"That is your Dean lifting boxes and carrying luggage! I don't know another university that does that!"*



Green thumb

Students from the Reginald F. Lewis College of Business helped plant \$20,000 of trees, bushes, and flowers on the campus of Virginia State University after being awarded a grant by The Home Depot. A recipient of monies for the Retool Your School competition, the College wrote the grant and leveraged its relationships to encourage VSU stakeholders to vote online at The Home Depot. President Makola Abdullah acknowledged the students and thanked The Home Depot for their support before he joined the students in planting trees and flowers in front of Singleton Hall. He added that the VSU campus was beautiful but that hundreds of new trees would only contribute to its beauty. Students agreed. Said Tiffany Tucker (Management/HR major), *"I look forward to coming back to campus as an alum and admiring the trees after they grow and mature."* Jasmine Green (Management major) joked, *"You didn't know that I was that good with a trough did you?"*



Popular

From alumni to prospective students, a lot of stakeholders inquire about where the College's graduates secure employment. The list is long and distinguished but a few most popular employers merit reference herein. In no particular order, Allmond & Company, Enterprise Rent-a-Car, Deloitte, State Farm, Federal Reserve Bank of Richmond, Wells Fargo, Amazon, KPMG, Dominion, and Oracle have gained a lot of popularity among students. For lists of student accomplishments to include information pertinent to graduates and their places of employment, consider visiting the College's website and clicking on NEWS before selecting student accomplishments; CLICK HERE: www.business.vsu.edu

Association to Advance Collegiate Schools of Business (AACSB) Visit

In October the Reginald F. Lewis College of Business hosted a team from AACSB for the purpose of reaffirmation of accreditation. Dr. Emmanuel Omojokun (Dean) and the faculty/staff along with students hosted the three member team and provided information on the College. Additionally, the College hosted AACSB for a dinner conversation that included President Makola Abdullah and Provost Donald Palm. It is important to note that the visit constituted the culmination of over a year of work in providing the accrediting body information as it relates to continuous improvement pertinent to engagement, innovation, and impact.

AACSB advised the College that it may anticipate receipt of the findings in the new year and readers of this publication may expect to hear immediately thereafter!

Graduation, In their own words

For December graduates of the Reginald F. Lewis College of Business, it was not difficult to put in words what it felt like to have completed their journey and earned their degree. In their own words, Sam Kelly (Management major) said, *"I am graduating with a job and with fond memories. I am a better person because of this place."* Andrew Earley (Management major) added, *"I will miss the College of Business but I look forward to returning as an alum."* Jenae Moore (Management major) said, *"I can never adequately say thank you to my peers and to the faculty/staff in the College of Business."* Sharod Mitchell (Marketing major) articulated a common refrain when he said, *"I am excited for my future and grateful for the Reginald F. Lewis College of Business. I am mindful that I am privileged to have spent my formative years at this place where I learned from so many people that I respect and am proud to call friends. I miss it already!"*



Profiled on TV

The Reginald F. Lewis College of Business's Center for Entrepreneurship was profiled on NBC this semester. Aiyana Glover (Marketing major), Jawuan House (Marketing major), and Dennis McRae (Accounting major) stole the show! To watch, click here:

<https://www.youtube.com/watch?v=DkgTvbCPA50&t=11s>

It's a name

After a lot of deliberation, our student-run clothing store has a name, Basically Business, It Suits You!

Networking

The College of Business continues to provide students scores of networking opportunities on and off-campus. In a semester, students interface with hundreds of persons from industry. Programming to include Project Shadow, Small-Group Role Play with Industry, A Day at VSU, Entrepreneurship Workshops, and networking after hours provides countless opportunities to develop relationships. Providing premium access to industry is how Jonathan Young (Director of Corporate Relations) describes it.



Scholarships

Students are accomplishing all kinds of feats and receipt of scholarship money is no different. Though too many to reference herein in entirety, a few noteworthy awards include Aiyana Glover (Marketing major) earning the NAACP leadership scholarship and the Commercial Real Estate for Women award and Philandra Jordan (Computer Information Systems major) earning the United Negro College Fund Altria scholarship.

Trojans Vote

Few responsibilities are as important as participating in the democratic process but too few millennials in the U.S. exercise their constitutional right. It's why students in Dr. Patrice Perry-Rivers' senior capstone class launched an initiative to encourage VSU students to vote.

Trojans Vote constituted yet the most recent commitment to democracy. In July President Makola Abdullah renewed VSU's investment in Virginia21, a non-profit advocacy group for young voters.



Also this summer, Jasmine Green (Management major) represented the College at Virginia21's Leadership Institute held at Christopher Newport University. Jessica Ballard (Management major) and project manager for Trojans Vote said, *"It is really vitally important that young people are regularly reminded of the sacrifices of so many so that we can vote. One vote defines who we are as Americas but when so many persons fail to exercise it we lose something as a people."*

Exotic Places

The Reginald F. Lewis College of Business is developing quite the reputation on campus for international study. In the past few years, students have studied in China, Thailand, Morocco, and India. Ellen Habte (Computer Information Systems major) is in Thailand this semester and Monet Graves (Marketing major) returned to VSU after spending the summer in China. Monet said of the experience, *"I had traveled internationally before to compete for tennis but this experience was unlike any other and I will forever remember it."*



An Interview with a Student



Jenae Moore is a senior Management major from Chesapeake and Vice President of LBJ Transport, LLC

Age: 22 years old Career Goal: Entrepreneur

Regarding your future, what are you most excited for? Achieving my highest potential in every endeavor.

Identify your favorite quote. *"If your dreams don't scare you, they aren't big enough."* Willet Moore

An Interview with Faculty



Sharon Taylor is Director of Advising and Professional Enhancement

Place of origin: King & Queen County, Virginia

Education: Saint Paul's College, Central Michigan University

Tenure at VSU: Seventeen years

What do you like most about teaching? Broadening students' knowledge about career development and self-exploration. Seeing my students blossom.

What has been your most memorable experience here? Taking a stuffy subject such as etiquette and making it fun. I enjoy hearing stories about how the students benefited.

An Interview with an Alumnus



Marnelle Fanfan is a 2014 Business Management graduate with a concentration in Human Resources

Employment: Event Coordinator, City of Petersburg

What is the most challenging part of your job? Time Management. This new position is a big step up from my past responsibilities with multiple deadlines and tasks to complete.

Most rewarding? The best part of my job is the fact that it does not feel like a job at all. Although it can be stressful but I get to have fun with what I do. I used to plan out my days in the beginning but no days are ever the same and that's what I love the most.

An Interview with an Industry Stakeholder



Brittney Quarles is the Local Sales Manager at Radio One

Education: Bachelor of the Arts in Broadcast Journalism and Entrepreneurship at Howard University

Causes that you care about: Arts and Culture, Children, Economic Empowerment, and Education

What are your biggest goals and challenges for your businesses? Finding new ways to serve our three main audiences: advertising clients, listeners, and our community. As Internship Coordinator, expand this program to be one of the most sought after and highly competitive.

What is your advice for our students? Begin to plan sooner than later! The earlier you start the more time you have to gain experience for a full-time position.

An Interview with an Industry Stakeholder



Tom Bandy is the CEO of BandyWorks,

Driving C-Store Performance with business intelligence is the crucial next step in the highly competitive convenience store market.

Education: Bachelors in Arts, Economics at the University of Virginia

Why do you work with students in the College of Business? I need someone local; I need someone smart. I am growing my business fast and if I get one or two students that can grow with me I win.

Take for example Amy Hudson. When I hired Amy from VSU she ended up running my marketing department. I cannot just hire anyone because I push them to their limit. A startup is hard. I know that I will get someone who will fit what I need as one of the hottest business intelligence companies. **What recommendation would you share with a freshman?** Call your mom every week and tell her thank you!

Graduate is crowned Miss USA!!

Only a select few persons know what it is like to be crowned Miss USA but for 2011 graduate Deshauna Barber it was all jubilation and even tears on the stage in Las Vegas when it was announced that the Company Commander in the U.S. Army Reserve and IT Business Analyst was the next Miss USA.

Barber beat out 50 other women to claim the title. She secured her position as a top three finalist when she answered a question about the Pentagon's recent decision to open up all combat jobs to women. *"As a woman in the United States Army, I think it was an amazing job by our government to allow women to integrate into every branch of the military,"* said Barber. *"We are just as tough as men. As a commander of my unit, I'm powerful, I am dedicated, and it is important that we recognize that gender does not limit us in the United States Army."*

In the final question, to secure the title, Miss Barber was asked to describe what it means to be Confidently Beautiful. *"To me confidently beautiful means understanding that it's not always about your appearance. It's not always about who you're around and how they feel you look, where they feel you come from or your economic background,"* Deshauna explained. *"Serving in the military has taught me that being confidently beautiful is about being able to earn respect from people regardless of what you look like. As a woman in the military, people associate beauty with weakness and they learn very quickly that I'm extremely strong, and although I'm small, I'm powerful and confidently beautiful is being myself and being very happy with who I've become."*

"We are exceedingly proud to have a Trojan represent the USA in this capacity," said VSU President Dr. Makola Abdullah. *"Deshauna exemplifies scholarship, leadership, and inner strength. She is a role model for all students."* Dr. Emmanuel Omojokun (Dean) added that Ms. Barber *"Constitutes the very best of the College of Business and that she demonstrates to students what is possible through hard work and commitment."* Nahja Marinnie (Management major) is a member of a campus modeling agency and she said, *"Deshauna is smart, strong, and beautiful and because of it is a role model to a lot of students, both male and female."*

The Reginald F. Lewis College of Business is so very proud of Deshauna and all of her accomplishments. To watch Deshauna being crowned, CLICK HERE: <https://www.youtube.com/watch?v=AmORJmhh6HQ>

"We are exceedingly proud to have a Trojan represent the USA in this capacity. Deshauna exemplifies scholarship, leadership, and inner strength. She is a role model for all students." Dr. Makola Abdullah, President of Virginia State University

Miss USA returns to campus

It was a special moment for the entire Virginia State University community when our very own Miss USA, Deshauna Barber returned to campus to celebrate Homecoming 2016. A 2011 graduate of the Reginald F. Lewis College of Business, Barber participated in the weekend's festivities in her new capacity after winning the crown in June. For Deshauna on campus, CLICK HERE: https://www.youtube.com/watch?v=S4rgbxt_pdl



Authorship

An accounting major when in the College and a Senior Client Specialist at BNY Mellon/Dreyfus in Philadelphia, Anthony White's real passion regards writing for children. So, it was no surprise that White was recently published. His book *Ameenah The Queen* according to White is about *"a very happy little girl that has moved to a new town and to a new school. She is a very pretty little girl with beautiful curly hair. She becomes sad when all of her classmates have hair that is long and straight. Ameenah does not feel like she is pretty because she looks so much different than all of the other little girls. She later discovers that no matter how she looks, she is special in her own way and she is a queen."*



Another recent graduate, i.e. Theodore Bright was recently published as previously announced.

Competition

Competing against schools like James Madison, American, Mary Washington, Drexel, and Johns Hopkins; Paige Brown (Marketing major), Brittany Bunch (Marketing minor), and Jasmine Mason (Marketing major) won second place at the Fall 2016 Direct Marketing Association of Washington Collegiate MAXI Marketing Case Competition in Alexandria. The ladies were acknowledged for "very creative IMC strategies," "excellent presentation skills," "excellent creative samples," "one of the best IMC case plans," "excellent SWOT analyses," "excellent target market focused strategies and tactics," etc.

Sponsored by Dr. Yun Lee, the three ladies benefited from the opportunity to compete against other universities; Bunch remarked, *"I was so proud that we demonstrated that we not only competed but placed better than all but one of our peer groups. I think that speaks to the caliber of our education and training in The Reginald F. Lewis College of Business."* Jasmine Mason added, *"that this level of competition prepared her for her marketing job at Nationwide Insurance in Columbus, Ohio."*



Election to Richmond City School Board

The Reginald F. Lewis College of Business at Virginia State University's own Jonathan Young won election to the City of Richmond School Board on November 8th in a four way race. In winning over 6,100 votes, Young was elected to serve a four year term on the School Board for Richmond City Schools with a population of 24,000 students. Young, a faculty/administrator with the title of Director of Corporate Relations has been at VSU since 2007. His responsibilities regard all things industry/academia collaboration to include teaching, business development, talent acquisition, fundraising, marketing, hosting industry in the classroom, etc. His principal constituency groups include 1) a portfolio of over 600 companies and 2) undergraduates.

At a Board of Visitors meeting in November, Virginia State University President Makola Abdullah acknowledged Young's electoral success and shared with attendees that it was Jonathan's students that arrived at VSU from Richmond Public Schools that constituted the impetus for Young's campaign. Jonathan would add that he aims to bring the same kind of approach to Richmond Public Schools that he has adopted at VSU to include a focus on 1) relationships 2) experiential learning 3) soft-skills and 4) student-centric culture. He continued that his aim in all things education is to refine "soft skills", augment career awareness, and develop "real world" skills not often learned in a traditional classroom!



X-culture

Students in the International Business course taught by Dr. Ayse Balas were offered the opportunity to participate in the X-culture Global Competition. Participants collaborated with team members from around the world and competed against other international teams. Justin Camp's (Management major) team placed in the top 2% of the 738 teams competing this semester. High praise was showered by the evaluators on the work done by his team. *"This is one of the best reports I checked so far"*, said one evaluator. Evaluators also said, *"It offers the most efficient presentation of logistics seen in this entire project from any group."* Congratulations to Justin Camp for exceptional work!

Certifications

In order to enhance the career readiness of its students, the Department of Management and Marketing is focusing on certifications from external entities that are in demand. Students in Dr. Yun Lee's Digital Marketing course were required to seek GOOGLE ADWORDS and/or GOOGLE ANALYTICS Certifications. Lisa Abbott (Management/HR major) led the way by obtaining both certifications in the first month of the semester! In all, nineteen students earned the ADWORDS certification and seven students obtained the ANALYTICS certification. It should be added that Drs. Mark Kunze and Donatus Amaram started preparing students specializing in the Human Resources area for the Society of Human Resource Management (SHRM) Student Exam.

More Pictures



Alumni Advisory Board

Over one hundred students participated in an Alumni Advisory Board sponsored event pertinent to securing careers in the Federal Government. Kim Scarborough (Senior Talent Acquisition Specialist on the Corporate Recruitment Team in the Food and Drug Administration) provided invaluable advice along with tips to the students. In addition, Mr. Marvin Allmond (Owner of Allmond & Company) encouraged the students and instructed them as it related to a variety of topics. A big thanks to the Alumni Advisory Board for all of their invaluable support!!



Citizenship

The Reginald F. Lewis College of Business congratulates Fidelis Zemkwe (Computer Information Systems major) on earning his U.S. Citizenship! A native of Cameroon, Zemkwe is excited to be an American.

Message from the Dean

Wow! Where did the semester go? I suppose that old adage regarding time flying by when you are having fun is true; and fun we had! For starters, our students attended conferences like e.g. the Thurgood Marshall Fund Leadership Institute in D.C., National Association of Black Accountants in Pittsburgh, and the Beta Gamma Sigma conference in Dallas. We celebrated our 2011 graduate and Miss USA Deshauna Barber when she returned to campus for Homecoming. We welcomed new faculty including Dr. Asye Balas, Dr. Yvette Essounga, and Dr. J. Rajendrana Pandian. We also celebrated the lifetime contributions of Dr. John Moore who retired from teaching Accounting.

The College again hosted a lot of persons of import this semester but perhaps the most significant visit regarded the Association to Advance Collegiate Schools of Business (AACSB) accreditation team. Faculty/staff/students/stakeholders had an opportunity to share with AACSB what we are doing here and why we are so proud of it.

Students continued to accrue accomplishments and were even profiled on NBC for it! Our graduates achieved in extraordinary ways and our alumni provided invaluable support while representing us in the most able way. Our faculty and staff worked tirelessly to 1) provide students the very best education 2) demonstrate scholarship in research and publication 3) volunteer and lead in the community and 4) impact and influence persons' lives.

One of the truisms of a four-year school regards every year new students arrive as freshmen or transfers and current students depart as graduates. This semester we welcomed truly talented young professionals and we congratulated accomplished graduates on their successful tenure here. To the former, thank you for your excellence and continue what the latter has exemplified in their scholarship, work, and service.

In everything that we did this semester, we aimed to fulfill President Makola Abdullah's commitment to provide a transformative experience for our students, strategically invest in our academic programs, embrace our position as a top Land Grant University, embrace our role as Virginia's Opportunity University, and partner together as a University to tell our story.

For your support, thank you!

Sincerely,

Dr. Emmanuel Omojokun
Dean

Dr. Emmanuel Omojokun (Dean)
welcomes freshmen to the
Reginald F. Lewis College of Business

