

Spring 2014 Issue



Governor Terry McAuliffe with Dr. Mirta M. Martin (Dean) and (from left to right) Mykala Daniel, Marnelle Fanfan, and Adolph Brown in Richmond.

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### MESSAGE FROM THE PRESIDENT

May 6, 2014

The Virginia State University community congratulates Dr. Mirta M. Martin on her selection as President of Fort Hays State University.

Under her leadership, VSU's Reginald F. Lewis College of Business has gained international status and has been widely recognized for innovation and the integration of technology in the classroom.

Dr. Martin is a trailblazer who will bring tremendous energy and passion to her new position. Her deep respect for the value of education is matched only by her love of the students she serves.

This is a wonderful opportunity for Dr. Martin and Fort Hays State University. I know she will excel and affirm the university's faith many times over. We wish her and her family the very best and I look forward to future collaborations.

Keith T. Miller  
President

# 2014: THE SPRING SEMESTER IN PICTURES



Fideltis Zemkwe, Robert Coltrain, and Mariah Brown at GRCC event



LaTasha Richardson and Sylvia McHerron at National Black M.B.A. event



Adolph Brown, Mvukala Daniel, and Marnelle FanFan at MRI Annual Dinner



John Miles and Jhardian Cannon at AITP networking



Students participate in GEICO DAY with recruiters. Every week includes opportunities for students to engage industry on campus.



Tarik Floyd and DeAnna Waters join Parney (COO at the Squirrels) and Dennis Bickmeier (President at RIR) for breakfast in Richmond.



Students participate in Project Shadow at Northrop Grumman's IT VITA facilities and meet with senior leadership.



Students share a few laughs at Virginia's Gateway Region Annual Dinner at the Petersburg Country Club.



Zach Hatchett participates in Project Shadow with Tom Bandy (President of BandyWorks)



Students participate in the Black Executive Exchange Program (BEEP).



In a semester, over 200 industry guests facilitate classroom learning.



Kera Bridges participates in interviews on campus with Core Consulting as part of Core Consulting Day



Students have their picture taken with President Bill Clinton in Richmond



Students participate in candid exchange of ideas with industry leaders



Trevon Byron, Brittany Lamback, and Christina Teferra host Wells Fargo. Students enjoy night out on the town at a Flying Squirrels game.



Atiya Leach and Shanikka Richardson join Dave Saunders (President of Madison and Main).



Students network at community breakfast.

## Dominion delivers big for students

No less than seven students in the Reginald F. Lewis College of Business will spend their summer interning for the Fortune 500 Company, Dominion. Jimmy Brown (Accounting major), Teeko Christian (Management Information Systems major), Malik Harris (Management major), Jade Mims (Management major), Ce'Erra Patton (Management major), Cameryn Smith (Accounting major), and Rahsheed Toliver (Management major) were selected for the paid internship after participating in a thorough screening process that included multiple interviews, essays, etc. The expectation is for the students to learn the company by participating in rigorous work experiences side by side leading Dominion associates.

In addition to the internships, two of the seven students earned the distinction of being named Dominion Diversity Scholars. For Jimmy Brown and Cameryn Smith, the Diversity Scholarship includes \$5,000 to be paid toward their college costs. Reserved for a select few, Cameryn Smith said of the Diversity Scholarship, *"I thought it was a very prestigious honor, especially since Dominion Power is such a well-known company."*

## Students discuss college debt with U.S. Senator

Students in the Reginald F. Lewis College of Business are regularly afforded opportunities to step in to leadership roles so it should be of no surprise that when Senator Mark R. Warner was considering invites to college students to participate in an intimate conversation regarding college debt, the Senator's office immediately reached out to Dr. Mirta M. Martin, Dean.

Martin along with Jonathan Young (Director of Corporate Relations) extended the invite to James Barber (Management major), Kineka Berry (Management major) and Atiya Leach (Marketing major) who joined about fifteen other young professionals for a two hour meeting with the Senator. The chance to sit across from a U.S. Senator to exchange ideas pertaining to policy decisions was one that the students were ready for because of their training. Said Leach, [the College of Business] *"gave me all the tools I needed. I looked the part, sat with confidence, and was able to successfully communicate"*. The candor of the conversation with a U.S. Senator did surprise the students a little. Barber remarked, *"I was not expecting Senator Warner to ask me what I would recommend as a solution to the nation's college debt problem."*

### Sen. Warner Meets with Virginians Struggling with Student Loans

Posted: Mar 18, 2014 8:27 PM EST  
Updated: Mar 18, 2014 7:48 PM EST  
By WRIC Newsroom • email



## Beep beep!

For Black History Month, The Reginald F. Lewis College of Business hosted the Black Executive Exchange Program (BEEP). Forty-eight leading professionals from a range of industry worked hands-on with students regarding Fundamentals of First Impression. Industry guests facilitated small group role-play sessions, coached students on their elevator speeches, conveyed invaluable advice, and shared interesting anecdotal stories. For the over four hundred students that participated in BEEP, the experience regarded an opportunity to perfect their first impressions. Students' comments included, e.g. *"I enjoyed the elevator speech exercise; it provided great practice and networking"* and *"excellent way to network and work on your communication skills."* In a survey of students, 67% responded that they made connections including "with someone who may change my life" because of the networking. In a survey of the industry participants, 87% responded that they were "very impressed" with the students.



For students in the Reginald F. Lewis College of Business, opportunities to engage in conversation with industry leaders are a regular occurrence. In fact, Jonathan Young (Director of Corporate Relations) remarked that the College of Business *"puts a premium on providing students access to industry."* This semester alone, over 200 industry guests visited with students in Singleton Hall to refine students' interpersonal or "soft skills", augment career awareness, and develop "real-world" skills not often learned in a traditional college's classroom.

## HR Day

Who said Human Resource Professionals can't have fun! That is precisely what HR students in the Reginald F. Lewis College of Business did for HR Day when leading human resource professionals visited to participate in focus groups to build curriculum, served as panelists in classrooms, coached future HR practitioners in small groups, and joined students for a reception.

Gloria Parham (Management/HR major) said of the experience, *"the networking opportunity was priceless!"* Added Sylvia McHerron (Management major), *"Being a part of HR Day was a rewarding experience. As a student pursuing a career in HR, to witness and hear from professionals about the career was truly beneficial."*

## Speech competition returns student to Windy City

Who could have guessed that the topic of U.S. debt would for Sylvia McHerron (Management/HR major) result in an all-expenses paid trip back to her hometown of Chicago. Yet, that is precisely what happened when Sylvia competed first in a speech competition in Richmond and then again in Washington D.C. A participant in the Urban Financial Services Coalition (UFSC) Oratorical Competition, Sylvia has been wowing crowds with her command of the issues regarding U.S. debt. One observer remarked, *"I only wish that policy leaders in Washington D.C. had as profound a grasp on the issue as Sylvia."* Perhaps the most flattering of remarks was from a peer who like Sylvia competed and won a prior round. LaTasha Richardson (Accounting major) said of Sylvia, *"She is an extraordinary orator and she could write a dissertation on the topic of U.S. debt."* Sylvia reciprocated, *"LaTasha is too modest; she is super awesome!"*

## Mother's Day gift

Mothers Day 2014 was a particularly special moment for the mothers of sixty-nine students in The Reginald F. Lewis College of Business. After four years of hard work, the students had an opportunity to celebrate their accomplishments and to thank everyone who made the last four years happen. First and foremost in the students' minds were of course their moms. Candace Spencer (Management major) said of graduation, *"Today is extra special because of Mother's Day"*. Yet all of the thanks were not reserved exclusively for moms. Kayla Peck (Accounting major) said of her last four years, *"My recommendation to incoming students is to leverage the resources that are provided in the College of Business. I had four internships and that didn't happen by accident."* As a side, it should be noted that for the first time in the history of the College, over 50% of the graduating seniors walked with honors!



### Girlz at the Gate

Started by Frednesha Sanders (Management major) and supported by Raven McGriff (Accounting major), Girlz at the Gate constitutes a group of young ladies that wake every morning at 5 a.m. to walk the campus to pray for the success of students, faculty, staff, and administrators. The organization most recently organized a Prayer-a-thon in April. Through their work, the Girlz demonstrate that college is more than just academics.

## Training entrepreneurs

It has been said that students in the Reginald F. Lewis College of Business vis-à-vis students at other universities are disproportionately entrepreneurial. Now, new curriculum along with strategic decisions is beginning to accommodate. Initiatives include partnering with 3 Day Start-up to offer training modules to a group of twenty students, hiring new faculty to teach entrepreneurship, convening industry focus groups to build coursework, and conversations regarding hosting a small business forum along with partnering with Gangplank to provide space for an incubator on campus. Led by Ulysses Knight (Management alum, Class of 2012) the opportunity regards building an *"entrepreneurship culture."*

## Fast pitches and fast cars

More to school than textbooks and exams, students in the College of Business are regularly invited to attend off-campus events to include dinners, receptions, performances, baseball games, and races. For the third year in a row, students attended opening night for the Flying Squirrels. Said Robert Coltrain (Management major), *"it was my first baseball game!"* Another first for a different group of students including Tarik Floyd (Marketing major) was a NASCAR race that *"blew me away!"*

## Students to study at Yale



Tanequa McQueen (Accounting major) and Frednesha Sanders (Management major) are two of only fifty-five expected participants this summer for the Global Pre-MBA Leadership Program at Yale University. The Global Pre-MBA Leadership Program is sponsored by the Yale University School of Management and its goal is for the students to acquire business and leadership skills. For two weeks, Tanequa and Frednesha will take courses, participate in team building exercises, and hone their presentation skills. Said Sanders, *"I am truly honored and excited to represent the Reginald F. Lewis College of Business at VSU."*

Dr. Elin C. Doval (Management Professor) facilitated the opportunity for the students and remarked that the ladies were *“selected from a pool of over three hundred fifty candidates.”* Dr. Jim Phillips (Chair of Management and Marketing) added *“I would like to recognize Dr. Elin Doval for her diligence in creativity in making this a reality. This is another great accomplishment for the College of Business.”*

## Dressing up for more than fun

Every little girl enjoys dressing up in clothes and standing in front of the mirror modeling for mom and dad but what about when the little girl grows up and goes off to college? For Kera Bridges (MISY major) and her peers (male and female) Kerojo Modeling Agency, Ltd. is about more than just showing off. It is about community service and it is about fashion. Kera and her peers including Courtney James (Management major) who in his capacity as immediate Past President of the organization devote countless hours to exactness in the meticulously choreographed shows. The precision complements the students' studies but perhaps most importantly Kerojo provides opportunities to give back to the community in a way that is both fun and rewarding.



## An Interview with a Student



Cory Lane is a senior Marketing major from Alexandria, Virginia

Age: 31 years old      Career Goal: Own a marketing consulting company

**What is your most memorable experience in the College of Business?** The opportunity to present my findings of the insurance industry to the Regional Vice President of Nationwide Insurance.

**Identify your favorite quote.** *“If America didn't have a Don King, they would have to invent one”*  
Don King

## An Interview with Faculty



Andrew Feldstein is a Professor in Marketing

Place of origin: Boston      Education: PACE University

**If students were asked what you most regularly convey, what would they say?** You need to dig deeper.

**If students were asked to identify what the second most regularly thing you convey, what would they say?** We only do this dance once.

## An Interview with an Alum



Jessica Cox is a May, 2013 graduate

Employment: Meetings and Events Intermediate Planner, Corporate Support Services Office at the Federal Reserve Bank of Richmond

**What is the most challenging part of your job?** Not being able to accommodate EVERYONE. I schedule rooms on a "first come, first serve" basis so once the space is gone, it's gone.

**Most rewarding?** Providing great customer service to my customers. I enjoy working with all departments across the bank and individuals outside of the bank. My role allows me to work with senior leaders and develop working relationships. Somehow everyone knows my name and face; suddenly I've become the "go-to-girl".

## An Interview with an Industry Stakeholder



Neil Amin is the CEO of Shamin Hotels

Education: University of Pennsylvania, The Wharton School

**What are your biggest goals and challenges as CEO?** As a growing company, my greatest challenge is to ensure that our corporate culture continues to be one that emphasizes a nurturing environment focused on teamwork with a commitment to excellence.

**Identify your favorite quote.** *"Treat others how you wish to be treated".*

## An Interview with an Industry Stakeholder



Dease Moore is a Principal at 4Core Technology Group, Inc.

Education: Bachelor's in Information Systems at Old Dominion University

**Why do you work with students in the College of Business?** I love watching young minds come to life. Over the past three years I have had the pleasure of working with numerous students and to see them graduate is very fulfilling personally and professionally.

**What recommendation would you share with a graduating senior?** Know yourself, understand yourself, and plan for the long term.

**Identify your favorite quote.** Proverbs 18:16 "A man's gift makes room for him and brings him before great men."

## Dear Family of the Reginald F. Lewis College of Business

It is said that for everything there is a season, and a time for every matter under heaven. My season at the Reginald F. Lewis College of Business is soon coming to a close.

On Friday, May 2, 2014, the Board of Regents of the State of Kansas voted unanimously to select me as the ninth president of Fort Hays State University. Immediately after the vote, I was introduced to the Fort Hays State University community. My appointment is effective July 1, 2014. I am honored, humbled and very excited to be entrusted with the leadership of a university known for being "*forward thinking and world ready.*"

Innovation is at the core of institutional success, and since my arrival at the Reginald F. Lewis College of Business in 2009, we have accomplished much. The Reginald F. Lewis College of Business (RFLCB) made history by being the first school in the country to launch an integrated core curriculum, predominantly delivered in a digital format. This initiative was recognized nationally, and it earned the College of Business many accolades. In 2012, we were named the best business program in the nation (among 108 HBCUs). In addition, the RFLCB received the Governor's Award for Technology in Innovation in Higher Education and the *RichTech* Technology Innovation Deployment Award.

The College of Business has worked diligently to capture the attention of industry leaders who, on an ever-increasing basis, are becoming an integral component of our College as they seek and employ our graduates. From Capitol Hill to leadership appointments in industry, our students and alumni are making history.

The Reginald F. Lewis College of Business has loyal, proud alumni, excellent faculty and staff and engaged industry partners. We are positioned to take the next great leap toward excellence. We need your continued support to achieve this goal.

*"I take fond memories-the many dreams and successes of our students, the friendships with faculty and staff, the loving support of our alumni, and the relationships built with our industry partners."*

Most recently and with the support and encouragement of our industry partners, we received approval from the IRS and the VSU Board of Visitors to create the Reginald F. Lewis College of Business Foundation, a 501c3 non-profit corporation. The RFLCB Foundation will ensure your tax-deductible, generous donations directly benefit the RFLCB. I ask you to continue to support the College and our initiatives. Our future depends on you.

My time at the College is coming to a close, but with me I take fond memories - the many dreams and successes of our students, the friendships with faculty and staff, the loving support of our alumni, and the relationships built with our industry partners.

I thank you for affording me the privilege to be part of the family of the Reginald F. Lewis College of Business!

Mirta M. Martin, Ph.D.  
Dean and Professor of Management

Produced by Jonathan Young  
Edited by Merri Incitti  
Photography by Jonathan Young

