

Fall 2013 Issue



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"Mr. Lewis has come home ladies and gentlemen."  
*Mirta M. Martin, Ph.D., Dean*

### PROGRESS INDEX October 19, 2013

Faculty, Lewis's family, alumni from the class of 1965 and members of the Kappa Alpha Psi Fraternity, Inc., gathered for the ceremony.

His portrait was placed in the foyer of Singleton Hall, where the business school is located; in dedication.....The renowned businessman graduated in VSU's class of 1965, and is one of the university's most distinguished alumni.

FOR REST OF STORY, see page 3

2013: THE FALL SEMESTER IN PICTURES



Equasha Smith at Liberty Mutual



Zekia McCarvin, Shakira Taylor, Blair Jeffress, Nicole Banks, & Perlecy Dozier



Marnelle Fanfan, Colisha Davis, A'Rion Hyman, & Tamiko Goss at CREW dinner



Carl Capel & Ryan Villogram tutoring at YMCA



Corey Peoples & LaTasha Richardson with Lisa Fleming at Fed Reserve Day



DeLydia Lawrence, A'Rion Hyman, Michael McCatrey, Terence Womble, Shakira Taylor, and Shannon Adams at Flying Squirrels game



Jn Baptiste Marnelle Fanfan with Tyler Hart participating in Project Shadow



Terence Womble with Shade Wilson at Scalability Project for Project Shadow



Tierra Wooten being recognized as Shamin Hotels Career Launch Collegiate Competition Top Performer

Candace Spencer Interning at Progressive Insurance



Ryan Villogram with Tim Graves from VA Gateway Region at networking function



Dr. Mirta Martin escorting Loida Nicolas Lewis at Lewis Family Dedication



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Kayla Peck at Dixon Hughes Goodman conference in South Carolina



Robert 'YB' Youngblood and Rene Haines talking to students at Business Week



Dante Jackson (alum) discussing finances with students at Business Week

CeErra Patton & Wesley Wright participating in role-play

Students participating in Project Shadow at HUF

William Schooley from Clark Nexsen hosts students for table talk

Fred Thompson, Jr. (CAO of Thompson Hospitality) shares experiences as entrepreneur



## Students learn supply-chain management from U.S. Army

None do supply-chain/logistics better than the United States Army which makes the collaborative partnership with The Reginald F. Lewis College of Business particularly meaningful. For the last couple of years, Fort Lee logisticians have been regularly visiting the VSU campus to work with business students. In the capacity as guest instructors, leaders like Ron Jaeckle (Dean of Logistics University) and Barbara Mroczkowski (Director of Civilian Logistics Career Management Office) participate in small group role-play curriculum. This semester, the partnership was strengthened when three students earned logistics internships at nearby Fort Lee. Kayla Peck (Accounting major), Deonesha Williams (MISY major), and Sheron Jones (Accounting major) learned of the opportunity from Carey Radican (Logistics Intern Program Manager) who regularly works with students in Singleton Hall. After participating in a highly competitive selection process, the students started civilian careers with the U.S. Army while still in school. For Kayla, Deonesha, and Sheron; the opportunity not only affords them an opportunity to learn from the best but to serve their country in a consequential career and it all started in The Reginald F. Lewis College of Business.

## College of Business celebrates the life of its namesake

(Continued from page 1) Lewis was the first African-American to build a billion-dollar company. The catalyst of that achievement was his buyout of Beatrice International Foods. Lewis is widely recognized for the successful business deal and for his acquisition of the McCall Pattern Company for \$22.5 million. He sold the company three years later for a \$50 million profit.

He died from brain cancer at the age of 50 on January 19, 1993. At the time of his death, Forbes magazine listed him as one of the 400 most wealthy Americans. In January 2010, the Reginald F. Lewis Foundation, Inc., presented a \$1.5 million grant to VSU, the largest private donation in the school's history. The grant is used for scholarships, student and faculty travel for academics. His widow, Loida Nicolas Lewis, said that VSU played a major role in Lewis' life. She reflected on the impact after the dedication ceremony. "This is overwhelming, VSU meant a lot to him; it gave him polish. Harvard gave him the skills but VSU gave him the polish." Martin spoke to Lewis' success in business and the legacy he has left at VSU. "Reginald F. Lewis was the epitome of business and of reaching for the stars," she said. "What he brings to this school is resilience."



## Bird's-eye view of democracy in action, alums work on Capitol Hill

Four years as undergraduates in The Reginald F. Lewis College of Business prepared Valarie Simpson and Eldon Burton for a lot of things but what about a semester rubbing elbows with the most powerful people in the country? "Absolutely" says Val and Eldon and that is precisely what they are doing. Interning as post-graduates for Senator Tim Scott of South Carolina and for Rob Portman of Ohio is an experience to not only run in the same circles with a who's who of political aficionados but to represent their alma mater. In fact, Valarie and Eldon are among the first Historically Black College and University (HBCU) grads to participate in the Insight America Capitol Hill program.

Valarie and Eldon spend long days on the Hill representing their respective Senators. Asked how they manage their time, Val said, *"It really isn't anything new. I was used to a very busy schedule when in school."* Eldon added, *"It helps when it is fun. I am having a lot of fun!"*



*Val continued, "Indeed, it isn't all work. We have opportunities to do things like mix it up with Roland Martin at his studio. That was an exciting experience."*

Dr. Mirta M. Martin, Dean of the Reginald F. Lewis College of Business facilitated the opportunity for Val and Eldon.

*She remarked, "Few people have the opportunities being afforded Valarie and Eldon. We are very proud of both of them. As more and more leaders in industry, non-profit, and government learn about what our students are accomplishing at the Reginald F. Lewis College of Business they become our biggest advocates."*

## Student exchange, Sunshine State

Who wouldn't want to go to school in southern Florida? For a girl from Brooklyn, a semester in Miami was almost too good to be true but that is precisely what Kamesha Gibbs (Management major) is doing. But what about the Reginald F. Lewis College of Business where she is earning her degree? That is the best part! Kamesha neither falls behind in her curriculum nor has to pay any additional money.

A beneficiary of student to student exchange, Kamesha is being exposed to new things and to new people. *"The Florida International University campus was a huge shock for me; the campus is extremely vivid and full of diversity. Being able to engage in a community where the reality of a heterogenous world is brought to life is a privilege. Still, I have to admit that I miss the Reginald F. Lewis College of Business."*

## Students Participate in Co-ops

Few college students can claim on their resume that because of their intern performance a new Co-op program was developed by their employer; but that is precisely what Katherine Wilson (Management/HR major) can boast. Katherine interned over the summer for Owens & Minor, a health care supply-chain company. For Owens & Minor, Katherine became an indispensable member of the team warranting the development for the first time of a formal co-op program with Katherine as their first participant. Owens & Minor in fact refers to Katherine as the "guinea pig". Just this month, Katherine was the first part-time employee to be inducted in to the company's Volunteer Council. Katherine is one of two students participating in Co-ops this semester. Robin Worsham (Management/HR major) is at RockTenn providing invaluable human resource assistance to the management team.

## A Day at VSU with students in the Reginald F. Lewis College of Business

“Spend a Day at VSU” with students in The Reginald F. Lewis College of Business is an exclusive opportunity for companies to market to a select group of students absent the distraction of other employers in the room. Held every Wednesday, participant companies have included the Federal Reserve, Networking Technologies and Support, Wells Fargo, Barton and Malow, Thompson Hospitality, State Farm, M. H. West & Company, Papa John’s, Virginia Society of CPA’s, Southern States, Farm Credit of the Virginias, Enterprise Rent-a-Car, Waffle House, and From Start 2 Finish. On average, sixty-five students each week spend part of the day with industry interviewing, participating in team exercises and role-play, winning prizes, and more. Said Candace Spencer (Management major); *“I have thoroughly enjoyed the diversity of the kinds of companies. I also liked winning prizes!”*



### Retaining young professionals

Students in the Reginald F. Lewis College of Business are contributing to the Virginia’s Gateway Region initiative to retain young professionals in the region. Students are participating in focus groups, submitting survey data, and even helped stand-up a new emerging leaders program. The objective regards leveraging undergraduates to increase the vitality, innovation, and creation in the Gateway Region.

### Blind Beauty Box

A 27 year old single mother of two boys, Chantelle Jenkins (Management major) is from Connecticut and her company is Blind Beauty Box. Her product consists of mystery boxes that are mailed to consumers for a price of either \$35 or \$45 contingent on size and contents of the box. The box contains cosmetic and other beauty products for ladies. Instagram (@BlindBeautyBox) is currently her vehicle for marketing though she plans to develop a website. The average savings to the consumer for the products in the box is at least 50%. Part of the charm of Chantelle’s value proposition is the surprise of opening a box, uncertain of what contents will be included.

### Reading, writing, & arithmetic at YMCA with Minor League Baseball

Carl Capel (Accounting major) and Ryan Villogram (Marketing major) are baseball fans but the real reason for their collaboration with representatives from Minor League Baseball (MiLB) regarded tutoring elementary students at the Petersburg YMCA. Along with seasoned professionals from MiLB’s corporate offices in Florida, Carl and Ryan spent an afternoon giving back. Said Ryan, “I truly believe that it is about mentoring and giving the next generation a chance to make society better.”

### 4Core Technology Group



A new initiative to collaborate with a regional information technology provider is bearing fruit. Led by Dease Moore (Executive Vice President) at 4Core Technology Group, IT students are being provided first-rate instruction. Initiated when Jonathan Young (Director of Corporate Relations) approached Dease about a student who had an employer retract an internship because of scarcity of funds, collaboration has now translated in to a total of seven internships for Management Information Systems majors. Among the seven, three have now graduated from the 4Core training program and because of the comprehensive

training they received while at 4Core have secured significant IT jobs in their first few months after graduation.

## Commercial Real Estate for Women

Alana Dawson (Marketing major) has accomplished a lot in her four years in the Reginald F. Lewis College of Business. Alana led a student team in an intercollegiate NASCAR internship competition, participated in Project Shadow, was a student ambassador and a Resident Assistant, and studied abroad in China. Her most recent achievement regarded receipt of a scholarship from Commercial Real Estate for Women (CREW). Dawson was chosen for the scholarship because of her scholastic and community achievements. For the Reginald F. Lewis College of Business and CREW, the scholarship constitutes the most recent example of collaboration. The two organizations aim to increase female participation in an industry, i.e. commercial real estate that has been traditionally defined by males.



## An Interview with a Student



Raven McGriff is a sophomore Accounting major from South Carolina

Age: 19 years old      Career Goal: Financial Advisor

**What is your most memorable experience in the College of Business?** The regular introduction to industry and professional guests who provide opportunities and career advice.

**Identify your favorite quote.** *"Too blessed to be stressed."* Author Unknown    **AND**    *"Teamwork makes the dream work"* John C. Maxwell

## An Interview with Faculty



Yun Lee is an Assistant Professor in Marketing

Place of origin: South Korea      Education: University of Iowa

**What are your expectations and objectives here?** Continue to leverage innovative tools and teaching systems to include e.g. COBU 903 and social learning communities. Industry consultation is very helpful for the students to have better practical learning experiences.

**Identify your favorite quotes.** *"Life isn't about finding yourself. Life is about creating yourself."* George Bernard Shaw    **AND**    *"The dream of yesterday is the hope of today and reality of tomorrow."* Bob Goddard    **AND**    *"Success is going from failure to failure with undiminished enthusiasm"* Winston Churchill    **AND**    *"Your Life today is a result of your thinking yesterday. Your Life tomorrow will be determined by what you think today."* John C. Maxwell    **AND**    *"He who is not courageous enough to take risks will accomplish nothing in life."* Muhammad Ali

## An Interview with an Alum



Ta'keisha Martin is a May, 2012 graduate

Employment: Financial Analyst at AbbVie Inc.

**What is the most challenging part of your job?** Understanding management's preference and doing all jobs to the very best of your ability with limited time.

**Most rewarding?** Seeing my work in action. Being recognized by your senior leaders and being able to be in regular contact with your senior leaders is very fulfilling. Last but not least; the travel! I have worked in the Windy City and in Puerto Rico and will be moving to Paris in 2014.

## An Interview with an Industry Stakeholder



Troy Bell is the Director of Marketing and Air Service Development for Richmond International Airport (RIC)

Education: The Ohio State University

**How did you get involved with the College of Business?** First intro was via meeting Dr. Mirta Martin, then guest lecturing (students in a learning environment), then the innovation at work with the digital textbooks program.

**Identify your favorite quote.** *"Alack, when once our grace we have forgot...."* From my current industry, via former Continental CEO Gordon Bethune, *"The difference between winning and losing is two pounds off a jockey's [backside]."* Except Bethune didn't say backside. He was known to be practical, and more than a little profane at times.

## An Interview with an Industry Stakeholder



Ed Baine is the VP-Power Generation Systems Operations at Dominion

Education: Bachelor's in Electrical Engineering at Virginia Tech and Advanced Management Program at Duke

**Why do you work with students in the College of Business?** For a number of reasons; I believe that education is the key to socioeconomic change and can change families lives forever. A lot of the students

at VSU are like me. They are first generation college kids. There were people that helped me in and outside of my family and I want to do the same for VSU students.

**What has been your most memorable experience here?** Getting to know the students in Career Launch as well as some of the other small group meetings and any time that I am with Dr. Martin.

**Identify your favorite quote.** Luke 12:48 "To whom much is given much is required."

## Bringing home a big win and the trophy

Up against steep competition at the HBCU Career Development Marketplace, Nicole Banks (Marketing major), James Barber (Management major), Imani Bullen (Marketing major), Raven McGriff (Accounting major), Sylvia McHerron (Management/HR major), Ebenezer Otchere (Marketing major), and Rahsheed Toliver (Management major) brought home the gold! The team attended the event in Washington, D.C. and was graded on their professionalism, camaraderie, discipline, preparation, manners, and presentation.

Among other assignments, which included networking and collaboration exercises, the students participated in a National Debt Ceiling competition. Despite the complexity of the issue, the students used their critical thinking and problem solving skills to impress the judges and attendees and outsmart their competition. Afterwards, the team shared these thoughts. *"The experience was once in a lifetime"* said Barber. *"I walked away with a couple of new mentors and a feeling like I can and will impact the world."* Banks added, *"It was a very rewarding experience and I am so grateful that I was able to attend. A big thanks to everyone who made this possible!"*

Dr. Mirta M. Martin (Dean of the Reginald F. Lewis College of Business) said of the students' performance, *"I am very proud of our young men and women. They have the courage to seek and achieve excellence. To perform on a national stage and to bring home the trophy is a testament to the quality of our programs, our faculty, staff, and clearly, our students."*

***"Excellence is at the core of who we are, experiential learning is at the core of what we do."***  
Dr. Mirta M. Martin, Dean



*"The College of Business has meant so much to me both professionally and personally. I have been afforded opportunities that I will never forget."*

*Tiffany Gullins, Senior Marketing Major*