

C HEN

BUSINESS PROFESSIONALISM SPEAKER SERIES

2018-19



Ron Cohen
BBA, Finance
BBA 1966



**BRAD D. SMITH
SCHOOLS OF BUSINESS**





About the Series & Certificate

Left to right: Masoud Al Haider, Jillian Jones, Glen Midkiff, Oluwatosin "Keje" Aiyeleso, Whitney Carter, and Peyton Ballard

Ron & Sandy Cohen Business Professionalism Speaker Series

The Business Professionalism Speaker Series is a professional enrichment program offered by Marshall University's Lewis College of Business and Brad D. Smith Schools of Business.

The series allows students to make the connection between classroom learning and real-world business applications through meeting experienced and successful business people.

Students who complete the program receive a formal printed certificate, an engraved padfolio, and 50th Anniversary lapel pin.

The theme of this year's business professionalism series was: "Career Readiness On Day One". In other words, our goal was to assist students with learning important competencies desired by employers as defined by the National Association of Colleges and Employers (NACE). Students were encouraged to develop skills through a number of college events, creating co-curricular experiences that ensure maximum student engagement.

CERTIFICATE REQUIREMENTS

- Attend five events of the Business Professional Speaker Series.
- Post an approved resume on JobTrax with Career Services.
- Attend the Career Fair and the Etiquette Dinner.
- Develop a LinkedIn profile and join the Lewis College of Business LinkedIn page.



Dr. Avinandan Mukherjee

DEAN AVI

ABOVE

Drinko Library. - the site of many Cohen events.

The Business Professionalism Speaker Series was sponsored by Ron and Sandy Cohen in 2017. Mr. Cohen's goal is to create opportunities where business professionals and mid level managers can connect with Marshall University's business students. Each presentation provides a forum where business professionals can share their path to success, and inspire students who are preparing for their business careers.

Since its conception the program has continued to grow. In fact, during the 2017-18 academic year approximately 100 students completed the program compared to over 150 students earning certificates in the 2018-19 year. Additionally, yearly attendance has increased with a little over 1,000 students attending during 2017-18 and nearly 1,250 participating in program events.

As a mechanism to create campus-wide opportunity to learn about business careers and prepare students for the job search, we invite all Marshall students and the campus community to engage since our speaker series in 2018-19 had something for everyone!

For more information about the series please feel free to contact the Director of Stakeholder Engagement Glen Midkiff by email at midkiff2@marshall.edu or by calling 304-696-3431.



FROM BACKPACK TO BRIEFCASE



Benefits of the Cohen Business Professionalism Certificate Program

- Extremely practical presentations and workshops equip students with a variety of tools to help them project their utmost professional identity--and secure the best possible internships and jobs.
- Contributions from Marshall Alumni & Friends, and business professionals, cover many sectors of business and industry.
- A wealth of interactive tools from the Office of Career Education guide student development in students' journey of self-discovery as they discern their own interests, strengths and career objectives.
- A resume workshop with numerous examples and styles help students assess and develop their own resume that is right for them.
- Practical advice on every aspect associated with looking for a job: networking, handshaking, dressing, taking a meal during an interview, attending professional receptions and following up after an interview.



**Thank you for inviting me to speak
at the Cohen Business
Professionalism Speaker Series
last year. After the talk, a business
student introduced himself and
later interviewed for an available
position with our organization. I'm
delighted to report he has
advanced from intern to an
Institutional Consulting Analyst!**

KELLY L. CASTLEBERRY, III

Senior Vice President
Graystone Consulting

FALL 2018 SPEAKERS.....



Sean Hornbuckle

September 19th

West Virginia Legislature Delegate

Mr. Hornbuckle has served in the West Virginia House of Delegates from the 16th district since 2014. A graduate of Huntington High School, Delegate Hornbuckle received a bachelor's degree in sports management and marketing as well as an MBA from Marshall University. He currently works as Edward Jones Financial Advisor in the Huntington area.



Bruce Felder

September 19th

Marshall University Director of Human Resources

Mr. Felder has over 25 years of military and management experience. He is a Certified Senior Professional in Human Resources (SPHR). Additionally, he holds a bachelor's degree in and Management Information Systems from Marshall University and graduate degree in strategic management.



Jason Moses

September 26th

Executive Manager of Moses AutoMall

Mr. Moses is is the Executive manager of the Moses AutoMall. He attend Marshall University and holds Bachelor of Science in Business Administration - UNC-Chapel Hill. He currently serves on the MCTC Board of Governors, WV CTC Board, and the Huntington Chamber of Commerce Board.

FALL 2018 SPEAKERS.....



Thomas Barkin

October 3rd

President & CEO of the Federal Reserve Bank of Richmond

Mr. Barkin joined the Richmond Fed in January 2018. In this role, he is responsible for the Bank's monetary policy, bank supervision and regulation, and payment services as well as oversight of the Federal Reserve System's information technology organization. He earned his bachelor's, master's and law degrees from Harvard University.



MacKenzie Morley

October 10th

Entrepreneur/Owner of Kenzington Alley

Ms. Morley is owner of Kenzington Alley, a boutique in downtown Huntington, WV. She works closely with the Chamber of Commerce and downtown partners on the revitalization of the downtown community. She holds a bachelor's degree in communication from Western Kentucky. She is also member of the MU Division of Marketing, MIS, and Entrepreneurship Advisory Board.



Jessica Hudson

October 16th

Executive Director of Dress for Success Rivers Cities

Ms. Hudson has served as the Executive Director of Dress for Success River Cities since 2015. She manages the affiliate, which operates in 13 counties throughout the Tri-State, served its first client in July 2007. Ms. Hudson has embraced the mission of the organization to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life. She also values her partnership with Marshall University with helping students advance their careers.

FALL 2018 SPEAKERS.....



Jim Datin

October 18th

President & CEO of BioAgilytix

Jim Datin is a seasoned executive with significant experience in the Pharmaceutical, Life Sciences and Biotech industries. Over the course of his 25+ year career, Jim has been a successful CEO, director, and executive in companies throughout the United States, Europe, and Asia. He graduated from Marshall in 1985 with a BBA degree and earned an MBA from the University of New Haven in 1995. He is a member of the LCOB Advisory Board.



Zach Stone

October 20th

Vice President of HR at City National of Bank

Mr. Stone is the Vice President of Human Resources at City National Bank. He works as a strategic partner with all areas of an organization to develop strategies, implement positive change and promote a corporate culture which values ethics, accountability and a collaborative work environment. He graduated from West Liberty with a bachelor's degree in Psychology then earned a graduate degree in Human Resources in 2008.



Terri Rowe

October 31st

Vice President of BB&T in Huntington/Ceredo

Ms. Rowe serves as the Vice President of BB&T at the Huntington & Ceredo locations. In her role, she is responsible in making sure that corporate banking procedures are followed at all times, resolving client issues, and motivating banking professionals to achieve all organizational objectives in a timely manner. She stays very active in her community by conducting financial planning workshops for Marshall University and other nonprofit organizations. She also serves on the Huntington City Mission Board of Directors.

FALL 2018 SPEAKERS



Raymond Washington *November 7th*

Area Rental Manager of Enterprise Holdings

Mr. Washington is the the Area Rental Manager of Enterprise Holdings in Huntington, WV. For the past ten years he has been very successful in organizing and overseeing the operations of several locations as well training new managers. He graduated with bachelor degree in psychology from Concord in 2000, but is an avid fan of Marshall Athletics.

Additional Events



Career Expo

October 9th

Memorial Student Center

With over 90 organizations and 470+ students, our Fall 2018 Career Expo was a huge success! We had several interviews and job offers on the spot and countless other opportunities presented to our students.



Etiquette Dinner

November 6th

Memorial Student Center

This program provides an interactive approach to teaching the finer points of dining etiquette, as well as tips for interviewing over dinner and other social situations. The dinner is a fun, non-threatening way for students to learn business etiquette skills as learning proper table etiquette (how to navigate utensils, plates, napkins, etc), conversation topics and network building (how to confidently enter a room full of strangers, how to introduce yourself properly and shake hands).

"This series tremendously helped me professionally prepare for post graduation as I begin my doctoral program in human resource management at the University of Dundee in the United Kingdom.

MASOUD ALHAIDER, MSHRM 2018

COHEN GRADUATES IN THE WORKFORCE

Kasun Wijayagurusinghe

Class of 2018 & 2019

Kasun is a four-time graduate of the Cohen Business Professionalism Certificate program while finishing his undergraduate and graduate degrees in Accountancy. He has been in many student leadership roles including serving as the President of Beta Alpha Psi - The International Honor Organization for Financial Information Students and Professionals and as a member of the College of Business Advisory Board. He recently was hired by EY (Ernst & Young) in Charleston, West Virginia after completing an internship.



Mya Linden

Class of 2019

Maya is a four-time graduate of the Cohen Business Professional Certificate program while finishing her undergraduate degree in Marketing. Maya was the founder of the annual LCOB/Brad D. Smith Schools of Business Office Olympics, a winner of the **West Virginia Business Model and Innovation Competition**, and has participated in Beta Gamma Sigma (business honor society), American Marketing Association, and the College of Business Student Advisory Board. Mya will work soon as the Associate Marketing Manager at Intuit, Inc. in the Silicon Valley.

SPRING 2019 SPEAKERS



Mark Morgan
CEO of HIMG

January 23rd

Mark is a lifelong resident of the Huntington area and a graduate of Marshall University with a Bachelor of Business Administration degree in Accounting. He left public accounting in 2007 to become the Chief Administrative Officer with Ultimate Health Services, Inc. (HIMG) where he served as Interim CEO from April 2008 to November 2008. In January 2014 he was appointed as CEO where he provides the strategic direction for the group, including Physicians Recruitment and Expansion.



Glen Midkiff

January 31st

Director of Stakeholder Engagement

Mr. Midkiff has been a successful professional in higher education administration with over 19 years of experience from Michigan State, Louisville, Mountwest Community College, and Marshall. He has mentored thousands of students through his programs and coaching sessions to find their career path and develop skills to advance professionally. He is a four-time graduate of Marshall University with a bachelor's degree, two master of science degrees in adult & continuing education and human resource management, and a postgraduate education specialist degree. Additionally, he won the 2018 Staff Member of the Year Award and was honored with the 2019 Outstanding Graduate Student Leader of the Year by the Brad D. Smith Schools of Business.



Dave Meyn

February 20th

Senior Director of Distribution at Cintas

Mr. Meyn serves as Senior Director of Distribution at Cintas. Cintas has headquarters in Cincinnati, Ohio, that provides specialized services to businesses, primarily in North America. He has a master's degree in Supply Chain Logistics from Michigan State University, consistently ranked No. 1 for Graduate and Undergraduate Programs. Mr. Meyn manages wide-ranging aspects of the manufacturing process, such as procurement, delivery and warehousing of materials, inventory control and distribution of finished goods.

SPRING 2019 SPEAKERS

REAL ESTATE DAY

February 29th



Keith McGuire

Emcee/CEO of Capital Investments

Mr. McGuire is the CEO of Capital Investments and has been a real estate professional for over 35 years and uses this invaluable experience, along with his knowledge of investing in commercial real estate, to garner success for his clients. McGuire recently earned the Certified Commercial Investment Member (CCIM) designation from the CCIM Institute, one of the leading commercial real estate associations in the world.

PANELISTS



Daniel A.D. Clark

Vice President, Columbus Office
Goodman Real Estate
Services Group LLC



Mark Cohen

President
CenterPoint Commercial Properties



Ron Cohen

Owner
Inland Southwest Investments



Patrick Lucas

Real Estate Broker
Century 21 Homes &
Land Real Estate



Brent Boswell

Co-Owner
Interstate Commercial
Real Estate Services



Bryan Stepp

Sr. Vice President
Chief Lending Officer
Ohio Valley Bank



Alec Pacella

Keynote Speaker/President and Managing Partner at NAI Daus

Mr. Pacella, CCIM, is the President and Managing Partner at NAI Daus in Cleveland. During his 30 years in commercial real estate, he has negotiated industrial property transactions with companies like First Industrial Realty Trust, Grubb & Ellis, and The Edward J. DeBartolo Corporation. He has been a CCIM Institute instructor since 2008. He earned his bachelor's degree in geography and MBA in Finance from Youngstown State University in Youngstown, Ohio.

SPRING 2019 SPEAKERS

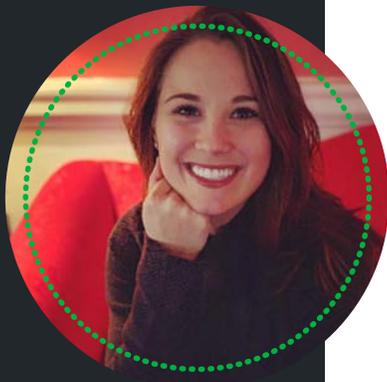


Steve Wellman

March 5th

CEO of Jenkins Fenstermaker, PLLC

Steven K. Wellman is privileged to serve as the Chief Executive Officer of Jenkins Fenstermaker. His practice focuses on the areas of Workers' Compensation and employment law. Mr. Wellman graduated Magna Cum Laude from Marshall University in 1994. He received his J.D. in 1998 from the University of Kentucky College of Law, where he served as Executive Editor of the Journal of Natural Resources and Environmental Law. His professional affiliations include the American Bar Association, the West Virginia Bar Association, and the Cabell County Bar Association. Steve is a member and formerly served as Chairman of the Workers' Compensation Committee of the Defense Trial Counsel of West Virginia and currently serves on the organization's Board of Governors. He also is a member and former Vice President of Finance of the Tri-State Chapter of the Society for Human Resource Management, an alumnus of Leadership Tri-State, currently serves on the Board of Directors of the Marshall University Alumni Association, and is a member of the West Virginia Self-Insured Association.



Isabelle Rogner

April 12th

Product Manager at Intuit, Inc.

Ms. Rogner is a Product Manager at Intuit Inc., a technology company based in the Silicon Valley that develops and sells financial, accounting, and tax preparation software. Isabelle serves as a founding team member of Intuit's newly ventured backed business unit, FormFly, where she leads a team of developers and designers in the creation of a new technology offering. Prior to her move to California, Isabelle graduated with a BBA degree in International Business with a focus in economics and marketing. In 2017 Isabelle led the orchestration of Intuit's first Innovating for Impact design challenge. **Innovating for Impact, a collaboration with Marshall University.** She now serves on the iCenter's Advisory Board that is focused on initiating and coordinating entrepreneurial and business innovation curriculum, programs, and resources for its stakeholder groups.

SPRING 2018 SPEAKERS.....

Additional Events.....



Career Expo

April 2nd

Memorial Student Center

The Office of Career Education's annual Spring Career Expo was open to all Marshall University students, faculty and alumni. Recruiters shared information on part-time, full-time and internship positions. Over 90 employers participated in the event looking to hire students for internships and upcoming graduates as full-time employees.



Etiquette Dinner

April 17th

Memorial Student Center

This program provides an interactive approach to teaching the finer points of dining etiquette, as well as tips for interviewing over dinner and other social situations. The dinner is a fun, non-threatening way for students to learn business etiquette skills as learning proper table etiquette (how to navigate utensils, plates, napkins, etc), conversation topics and network building (how to confidently enter a room full of strangers, how to introduce yourself properly and shake hands).



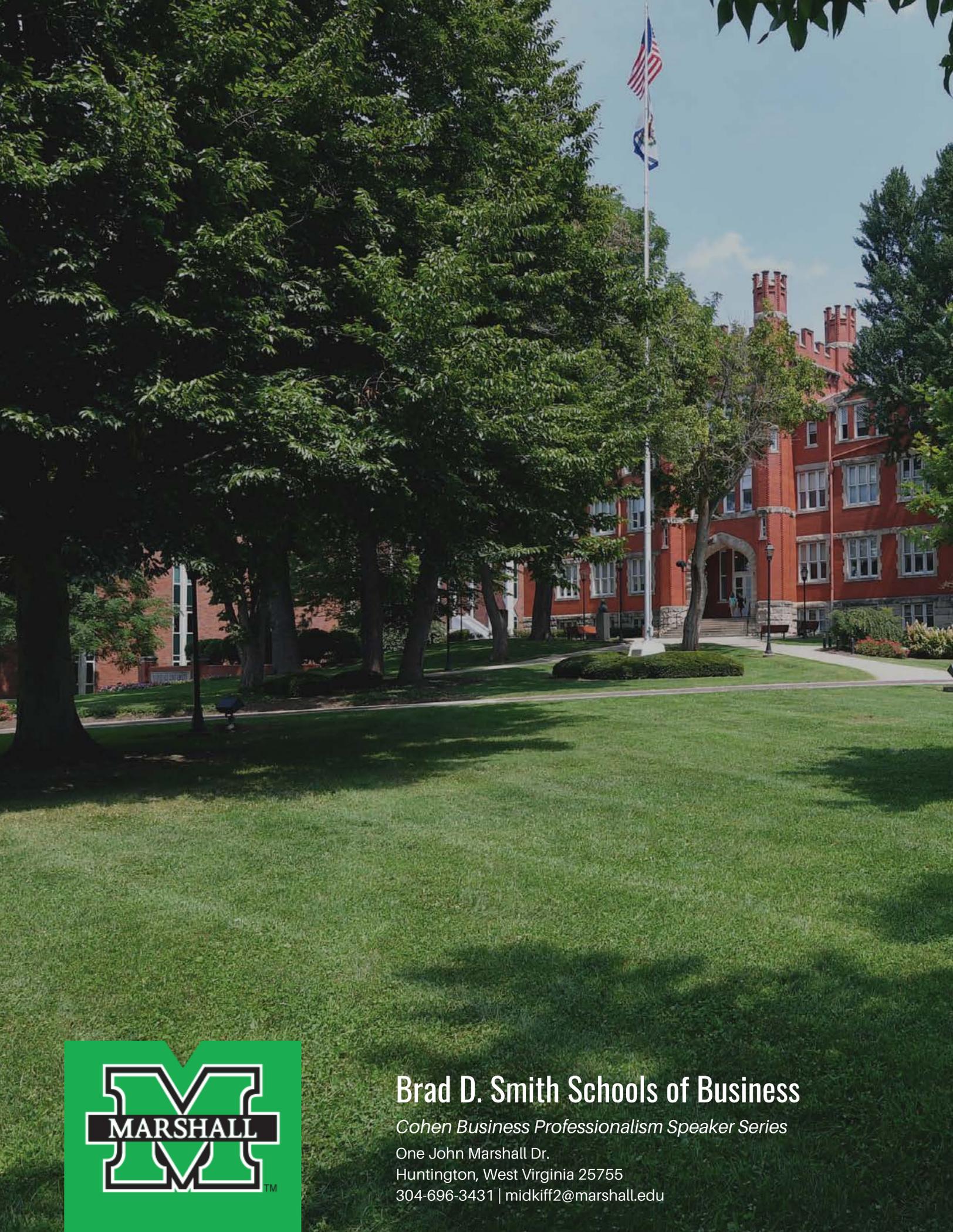
ABOUT THE COLLEGE & SCHOOLS

ABOVE

Rendering of the future Brad D. Smith Center for Business and Innovation

Established as a separate unit of Marshall University in 1969, the Elizabeth McDowell Lewis College of Business has over 50 full-time faculty members and holds the prestigious Association to Advance Collegiate Schools of Business (AACSB) accreditation. In 1996, the college was named in honor of Lewis, a benefactor of the college. In 2018, in recognition of Brad and Alys Smiths' generous gift, the college named its undergraduate and graduate schools the Brad D. Smith Undergraduate School of Business and the Brad D. Smith Graduate School of Business, respectively.

Our College & Schools have produced over 12,000 successful alumni all across the globe from Intuit Executive Chairman Brad Smith to the Governor of our great state, Jim Justice. With an exciting variety of degree programs to choose from, we have positioned our students to become the business leaders of West Virginia and the world. We are proud of all of our graduates and the positive footprint they make in business, the economy and in their communities. The Sons and Daughters of Marshall University have gone on to become industry leaders in Fortune 500 companies, politics, health care, real estate, and technology, just to name a few.



Brad D. Smith Schools of Business

Cohen Business Professionalism Speaker Series

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