



**LEWIS COLLEGE OF BUSINESS
BRAD D. SMITH SCHOOLS OF BUSINESS
MONDAY MORNING MEMO**
from Associate Dean Nancy Lankton

April 18, 2022

Business Leadership Symposium

The Truist (formerly BB&T) Center for Leadership in the Lewis College of Business at Marshall University held its second annual Business Leadership Symposium (BLS) on April 14, 2022, to celebrate our students' accomplishments with experiential engagement, community engagement, and economic development. The event was hosted in the Don Morris room on campus and was attended by over sixty participants and guest. BLS is conceived as a conduit between the classroom and the world of business by showcasing some of the great applied experiential project work going on in our undergraduate and graduate business courses. The event provided a sampling of our students' innovative and interdisciplinary business solutions, with their impact and implications extending well beyond theory into the world of practice.

With the change of name of the center from the BB&T Center for the Advancement of American Capitalism, to the BB&T Center for Leadership, to now the Truist Center for Leadership, we have rebranded our Business and Economic Research Symposium which we had started in 2018 to the Business Leadership Symposium in 2021. Our business school contributes to economic and business development through engagement, innovation, and impact. We have incorporated student projects in our business courses as much as possible and we have developed the Herd Business Solutions initiative for student consulting project, all with the goal to enhance experiential learning, which is truly

the DNA of our college and a cornerstone of our academic mission.

Alissa Stewart Sparks, CEO of Goodwill Industries of KYOWVA Area, Inc., was the emcee for the event. She also announced and handed out the student prizes. Provost Avi Mukherjee gave introductory remarks about the Truist Center for Leadership and about the BLS event and how it offers students a chance to learn outside of the classroom. Dr. Ron Area, CEO of MU Foundation, addressed the audience by discussing the hard work that went in to planning the event and giving thanks to Truist for supporting the event and the center. Patrick O'Malley, President of the West Virginia Region at Truist was the keynote speaker for the event. Mr. O'Malley shared valuable insights on leadership through his personal experiences playing basketball. He urged students to get to know their own leadership style and to learn from others who have achieved success.



The judges and audience had time in the beginning of the event to visit each student poster. Students explained their projects as depicted on the posters and answered questions. The screening and selection process was orchestrated by Dr. Gupta who worked diligently to ensure timely submissions, accurate judging, and final summation of the overall scores during the event. The four judges were faculty members Dr. Marie Archambault, Dr. Uday Tate, Dr. Liz Alexander, and Dr. Shaorong Zhang. This symposium drew 6 final projects from various disciplines of the business school.

The projects and winners were:

Group # 1: Aiden Taylor (Faculty mentor: Casey Baker), "Instagram & Exploiting Health for Profit" Won Third Prize

Group # 2: Ashley Carangi (Faculty mentors: Uyi Lawani & Monisha Gupta), "On to Higher Heights: A Road Map for Cabell County" Won First Prize

Group # 3: Ethan Layne and Hafsa Jumani (Faculty mentor: Olen York),

“Small Businesses 2 Entrepreneurship Program” Won Second Prize

Group # 4: Adam Bailes (Faculty mentor: Marie Archambault), “Employee Retention Credit Implications”

Group # 5: Dylan Arrington (Faculty mentor: Casey Baker), “Covid-19 Pandemic Illustrates Need for Telehealth Reform”

Group #6: Audrie Helmondollar (Faculty mentor: Casey Baker), “Facebook’s Privacy Scandal”

Dr. Nancy Lankton, Associate Dean for LCOB, and Dr. Jeffrey Archambault, Interim Dean made closing remarks. Thanks to Dr. Monisha Gupta, Director of the Truist Center, her graduate assistant Zach Kincaid, our Truist bank partners, Alissa Stewart Sparks for emceeding the event, and the center advisory board members for their dedication and commitment to student experiential learning. I also want to thank our judges for devoting their valuable time to evaluate our projects and for the other professionals, community members, and students for attending the event and making it a success. A special note of appreciation is also due to our faculty members who incorporated these projects in their classes, and to all students participating in these projects who went above and beyond their regular coursework to imbibe in experiential learning.

The Truist Center for Leadership website is:
<https://www.marshall.edu/bbtcenter/>



Student Center for Public Trust Announces "Campus Being a Difference Awards"

On behalf of the officers of the Marshall University Chapter of the Student Center for Public Trust (SCPT), accounting faculty member Marie Archambault and student Adam Bailes is this year’s student

recipient of the Campus Being a Difference Award.

Each year, the SCPT may select one faculty member and one student for the award. The Campus Being a Difference Award is not simply for a student and faculty member who aspire to make a difference in students' ethical decision making, they are making a difference on campus by embodying the very best in ethical behavior, integrity, and leadership.

Awards will be presented during the groups meeting on April 20, at 10:00 am. Faculty member Tim Bryan is the faculty advisor for Marshall's SCPT.

City National Bank Holds Annual Shareholder and Board of Directors Meetings on Campus

Hosted by the John F. Rahal Center for Strategic Engagement

Marshall University business students and faculty had the rare opportunity to attend the annual meeting of a publicly traded company when City Holding Company hosted its annual shareholder meeting in the Marshall University Brad D. Smith Foundation Hall on Tuesday, April 12th. Following the annual meeting, students and faculty sat in on the company's monthly board meeting.

City Holding Company, known widely as City National Bank, is one of the 150 largest publicly traded banks in the U.S. and one of the most profitable banks in its peer group in the country. Headquartered in Charleston, W. Va., City has over 95 branches in West Virginia, Virginia, Kentucky and Ohio, employing more than 850 professionals. Two of City's locations are within walking distance of Marshall's campus, and the bank established an internship program with the intent of hiring Marshall students each year.

Dr. Charles "Skip" Hageboeck, President and CEO of City National Bank, is a member of the LCOB's DBA Advisory board and has been a Dean's Distinguished Speaker, a Cohen Business Professionalism speaker, and a guest on the Herd insights webinar series. Mr. Hageboeck served on the college's Advisory Board for many years.



By attending City's annual shareholder meeting and monthly board meeting, students and faculty observed firsthand the actions necessary to run a large publicly traded bank. Students will see directors playing

their critical roles in corporate oversight and were able to experience corporate governance at work.

The event was coordinated by Glen Midkiff, Interim Chief of Staff to the Provost and Director of the Rahal Center for Strategic Engagement.

New Student Financial Management Association Chapter and Financial Literacy Day

The Lewis College of Business held its first Financial Literacy Day on Wednesday, April 12. The event was hosted by the college's new student organization, the Financial Management Association (FMA). Established in 1970, the FMA is a global leader in developing and disseminating knowledge about financial decision making. With more than 3,000 student members in 175+ active chapters in the US, Mexico, the United Arab Emirates, China, and Australia, FMA's Student Programs provide networking opportunities, career development resources and exclusive finance-related content. The Lewis College of Business is proud to now have a student chapter in this prestigious organization.

Financial Literacy Day was hosted by the new student FMA chapter and supported by the college's Cohen Business Professionalism Program in conjunction with SAM. It provided students with the opportunity to learn what it means to be financially literate. Guest speakers, Andrew Fischer, Senior Vice President at RBC Wealth Management, and Josh Juckett, Truist Financial Wellness Leader gave excellent advice and discussed real life examples with the students that stressed the importance of financial literacy and made it more fun. The day also featured a financial literacy workshop, games, and trivia.

We thank our speakers and all the students and faculty who attended the event. Congratulations to the Mohammad Uddin, faculty advisor and Josh Dauver, student president of the new FMA chapter..



Andrew Fischer - 10am
Sr. Vice President- Branch Director at RBC
Wealth Management

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Josh Juckett - Noon
Truist Financial Wellness Leader



For more information contact [Nancy Lankton](#)



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