

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

Monday Morning Memo **from the desk of Dean Don Capener**

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An Interview with Dean Don Capener



Can you comment on the opening of the Brad D. Smith Center for Business and Innovation in your first six months as dean?

This building is a 77,000 square foot, state-of-the-art facility with an eye to what we believe management education will look like in 2030. It incorporates the latest technological enhancements while maintaining an open architecture to capitalize on natural light and eco friendliness. Imagine a place where finance meets technology. West Virginia's best forum at the intersection of marketing and business intelligence. This building will feature several of West Virginia's most impactful centers and will boast a 360-seat Encova auditorium for TED-style presentations.

Our faculty, with advice from the business community, students, and alumni planned the future of business education at Marshall. The new building opens its doors to the community in what is likely the new front door to the university. Through the Brad D Smith Center doors, we will welcome the business community, invite new corporate neighbors, spur economic development, and promote collaboration and innovation. I'm very excited about this opportunity.

What has made an impression on you as you train West Virginia's next generation?

Marshall is the ideal place to meet quality young people and regain your faith

in future generations. You can also meet nontraditional students trying to advance their careers and improve their stature in society. Relationships are what makes life and living worthwhile. Good relationships improve your quality of life. Education in areas like business can provide a foundation for a prosperous life. Bad relationships can cause -many people to lose hope and even worse, lose faith. Who you chose to spend time with has a greater long-term impact on your health, wealth, and happiness than almost any other decision you make, including the university you choose. Marshall is a great place to find quality people. The staff, faculty, and administration are focused on preparing graduates for career and life success. Our graduates outperform the graduates of peer institutions and challenge graduates of top-50 schools.

What is the biggest challenge economically for West Virginia?

With just 55% of West Virginia's adult population working or looking for work, many people are "under employed". Under employed means not having enough paid work or not doing work that makes full use of their skills and abilities. Skill building, certificates, work-force training, and further education are key to West Virginia's success, putting us in the perfect state to make a big impact. Though improving in recent years, West Virginia remains the lowest rate of labor force participation among all 50 states. The lack of training and educational opportunities represents a major obstacle to West Virginia's future economic prosperity.

What accomplishment are you the proudest of in your career?

I'm fortunate to lead this business school and very proud to represent Marshall. Professionally, I co-founded Above the Rim Hoopwear and was one of a handful of C-level executives to take Netcentives public via NASDAQ in 1999. But seeing students graduate and reaching their potential both professionally and as contributors to their communities are my greatest passions. As a leader, I am trying to make a positive impact every day. It can be as simple as taking the time to acknowledge or inspire someone into action. Every day I acknowledge someone on our faculty team, staff, or a student for their contribution to Marshall. I want them to know I'm seeing their efforts, talents, or demonstrations of resilience. I want every student, staff member, and or faculty colleague to know they are valuable and have the potential to be thought leaders in their area of expertise.

Is there a book you have read recently that you would recommend to a friend?

Multipliers by Liz Wisemann. According to Wisemann, there are two types of leaders: those who diminish the strengths of their team and those who multiply them. And there are two kinds of bosses: those who make you feel like you were born to do your job and those who make you dread going to work in the morning.

For more information contact [Nancy Lankton](#).

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