

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

Monday Morning Memo from the desk of Dean Don Capener

October 2, 2023

Announcing the Guy Spriggs Dean's Speaker Series

Guy Spriggs, a 2013 Business Hall of Fame Inductee, and third-generation owner of Spriggs Distributing Company, a wholesaler for Anheuser Busch, has generously agreed to support a new speaker series at the Lewis College of Business. The Guy Spriggs Dean's Speaker Series for 2024-2025 will feature accomplished leaders who have demonstrated authenticity and success on a national scale. These speakers have not only collaborated with and guided others but have also developed innovative solutions and overcome formidable obstacles.

The philosophy of the Lewis College of Business centers on cultivating graduates who are prepared for careers, life, and the global landscape. The principles of leadership that steer the college will be illuminated by the speakers from the Guy Spriggs series. Their insights will aid students in comprehending the contemporary essentials within the realm of business. The primary advantage offered by the Guy Spriggs Dean's Speaker Series is an enriched learning journey for our students.

Planning is underway to secure guest speakers including Cynthia Cooper, CPA and WorldCom Whistle Blower; and Koichi Masada, Achieving Energy Abundance through Nuclear. All events will be hosted at the 350-seat auditorium, situated within the new Brad D. Smith Center for Business and Innovation that opens this spring.

Technology Training for the New Building



On Friday, September 22, T1V, a visual collaboration company, provided training for Lewis College of Business faculty. The new digital workspaces that faculty trained on will be installed in the new Brad D. Smith Center for Business and Innovation that will open in early January for the spring semester. The technology consists of a canvas-like screen that faculty can use to write on, play videos, create groups, show power points, and encourage student interaction. The technology allows students to come together for real-time, flexible collaboration across in-room, hybrid, and virtual classroom environments.

The team from T1V held sessions for lecture format teaching, problem-solving using activities, and group-based learning. They demonstrated how students can work in teams with each other and then share work products with the rest of the class. Faculty were able to "touch and feel" the technology. For example, they learned how to write on digital whiteboards, organize them into groups, and make them into digital images that can be emailed to students. Training will continue throughout the semester.

Students Engaging with Business



A requirement for Marketing 231 (Selling) students is to produce a role-playing video in which they sell and promote wire products to potential customers. To ensure that the students have sufficient knowledge of the product they will be selling, marketing instructor, Clifton Dedrackson, headed a tour of the Service Wire facilities in Culloden, West Virginia. This hands-on experience of how the wire is reduced, twisted, and protective coating is added and prepared for selling significantly enhances the student's knowledge and ability to sell this product. Says Dedrackson, "I always get positive comments for arranging these tours, for which all the credit goes to Service Wire."

The Department of Accountancy and Legal Environment held its annual Meet the Professionals event, on Wednesday September 20. The department teamed up with

finance professors to host this year's event and encouraged both accounting and finance students to attend. There was a total of 21 employer tables and 80 students in attendance. Students could interact with the professionals and discuss openings for internships and jobs. The university career fair will be held October 4 in the university's Rec Center and will feature 135 companies interested in hiring majors from the Lewis College of Business and the other colleges on campus.

September Recruiting



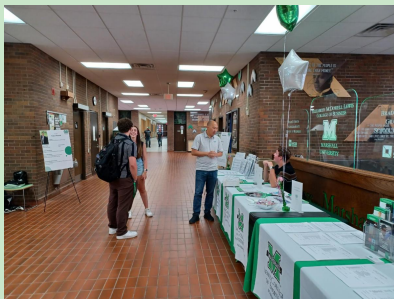
From September 6 to September 30, 2023, the Lewis College of Business Recruitment Team, directed by faculty member Margie Phillips, has visited 11 high school fairs with 21 high schools attending.

The team attended one High School Green & White Day on Friday, September 22 with River Valley and Dawson Bryant High Schools from Ohio, and Wahama High School from Mason, WV.



It also attended one Green and White Day (Saturday, September 23) with over 200 High School students attending.

Wes Spradlin, the Graduate Program Director headed up another recruiting event at the Huntington Chamber of Commerce Trade Show on September 28.



September was a fantastic month for recruiting new Lewis College of Business students!

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

Lewis College of Business | Brad D. Smith Schools of Business
[Visit our website](#)

[Read past Monday Morning Memos](#)

Marshall University | One John Marshall Drive, Huntington, WV 25755

[Unsubscribe](#) lcob@marshall.edu

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by lcob@marshall.edu powered by



Try email marketing for free today!