

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

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

April 1, 2024

Brad D. Smith Center for Business & Innovation Dedication Ceremony

We are excited to announce that on Wednesday, April 3rd starting at 2:30 pm, we will be hosting the Dedication Ceremony for the Brad D. Smith Center for Business and Innovation. This event will be open to the entire community, and we hope to see you in attendance.

The ceremony begins in the Encova Auditorium, where we will hear remarks from the likes of Provost Avi Mukherjee, Dean Don Capener, Student Body President Walker Tatum, and University President Brad D. Smith.

There will be a reception held afterward in the lobby, where tours will be available for attendees of the ceremony to get a closer look at our amazing new facility.

You are invited

Join us for a Dedication Ceremony

BRAD D. SMITH CENTER *for*
BUSINESS & INNOVATION

**WEDNESDAY,
APRIL 3 | 2:30 P.M.**

1425 4th Ave. | Huntington, WV 25701



Following the ceremony, reception and tours will be provided.

The Guy Spriggs Dean's Speaker Series Kicks Off

On Thursday, April 4th from 12:30 - 1:30 pm, we will graciously host Dr. Carlton Robinson to speak on "Keys to Starting a Successful New Business" in our Encova Auditorium.

Dr. Robinson currently serves as the chief innovation officer of the Jacksonville, Florida Regional Chamber of Commerce. He has developed a wide range of entrepreneurial programming to support members, the Jacksonville Women's Business Center, and minority programs. In 2014 he developed and launched the JAX Bridges entrepreneurial education program that has served nearly 3,500 business owners in ten years of operation. In 2016, the program qualified as a national finalist for innovation. In 2021, he was recognized by the SAM International Business Conference as a co-author and recipient of the Best Paper Award in the area of entrepreneurship. In 2022, he launched the Jacksonville (FL) region's first Open Innovation Center. Other leadership positions in small business have included Start-Up Quest/University of Florida, Lean Startup Week (San Francisco), and Startup Weekend (Jacksonville). He has been certified by the Kauffman Foundation for entrepreneurial education and the National Center for Economic Gardening. His current interest include advancing one of the nation's first Pretrained Entrepreneur Support Models using generative AI as a follow up to his 2021 Best Paper.

We are very excited to host Carlton for this event, and look forward to your attendance, as it is open to the community.



Presents:

"KEYS TO STARTING A SUCCESSFUL NEW BUSINESS"

With:

Dr. Carlton Robinson - Author of *The Innovator's Journey* & Current Chief Innovation Officer of the Jacksonville, Florida Regional Chamber of Commerce.

Dr. Robinson has developed a wide range of entrepreneurial programming to support members, the Jacksonville Women's Business Center, and minority programs. He has been certified by the Kauffman Foundation for entrepreneurial education and the National Center for Economic Gardening.



12:30 - 1:30pm, April 4th, 2024 at the Brad D. Smith Center for Business and Innovation Encova Auditorium

Truist Center for Leadership Member's Meeting

The College Administration extends sincere gratitude to all participants for their involvement during the recent visit by the Truist Bank team to our new building and the Truist Center of Leadership on March 25, 2024.

This visit provided an exceptional opportunity to showcase our innovative space and state-of-the-art technology, fostering valuable networking, idea exchange, and reinforcing our partnership with Truist Bank.



The insightful discussions underscored the alignment of our facilities with Truist's commitment to leadership excellence. Positive feedback on our technology and purpose-built space for the Center of Leadership was

deeply gratifying, solidifying our dedication to collaboration, creativity, and leadership development. This visit strengthened our professional relationship and opened avenues for potential future collaborations, laying the groundwork for meaningful partnerships ahead.



The LCOB Financial Management Association visits Wall Street

Recently, a group of Financial Management Association – Marshall University (FMA-MU) students along with club advisor Dr. Mohammad Riaz Uddin traveled to New York City to attend the Quinnipiac Global Asset Management Education (GAME) Forum held on March 21 – 22, 2024.



Apart from career networking, the group attended multiple keynote sessions, panels, and workshops conducted by leading practitioners from Wall Street on various topics, including asset allocation, portfolio management, FinTech, macro outlook, hedge funds, and student-managed investment funds (SMIF). The group also took a Wall Street tour to learn more about the biggest financial district in the world and the 2008 financial crisis. Student participants were Valerie Watts, Mackenzie Rider, Jonathan Garlow, and Reagan Hines.

SAM Students Compete in the SAM International Business Conference

Last week, Dr. Marc Sollosy, Professor of Management, returned home from the 2024 SAM International Business Conference in Orlando, FL, where he brought a team of three students who participated in various competitions and activities. Those included: The Collegiate Case Study; Written Case Study; Extemporaneous Speech; Business Pitch; Business Knowledge Bowl; and new this year, the Three Minute Thesis.



The three students are Ms. Maddy Branham, Ms. Taya Horob (both graduate students), and Mr. Nico Raffinengo (a junior business student). Nico Raffinengo won first place in the open division in the Extemporaneous Speech competition and second in the Three Minute Thesis! Congratulations, Nico!

Dr. Sollosy also won the People's Choice Award, Faculty Division, in the Three Minute Thesis!

For more information contact [Andrew Kesling](#)

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