2015-2016 ANNUAL REPORT
DEPARTMENT OF MANAGEMENT AND MARKETING
SCHOOL OF BUSINESS
COLLEGE OF CHARLESTON

BRIEF EXECUTIVE SUMMARY

With over 1300 major, minor and concentration students, as a department we were quite busy in 2015-2016...we were also productive. We experienced growth in our marketing and entrepreneurship programs and established an advisory board for our marketing major to help plan for its growth.

We are over half of the students in the School of Business and over half of the School of Business international student majors were in our majors. As in the prior year, we contributed to the MBA program, took students abroad and hosted over a hundred guest presentations. As a department, we produced over 11,000 student credit hours.

Each of our tenure track faculty members and instructors met qualifications for AASCB’s SA status. Dr. Shaver was awarded the CoF Outstanding Research Award and was named a Justin G. Longenecker Fellow by USASBE. Dr. You received the 2015 MSI/H. Paul Root Award for her Journal of Marketing article and Dr. Mueller was named appointed to the South Carolina District Export Council.

NARRATIVE DESCRIPTION OF THE STATUS OF THE DEPARTMENT/AND DISCIPLINES

A key finding of Job Outlook 2015, a survey by the National Association of Colleges and Employers (NACE), reported that three-fourths of companies surveyed plan to hire business majors from the 2015 graduating class; the study also predicted a salary increase over those of the prior year. As reflected in last year’s annual report, over half of business schools reporting to an AASCB study offered a general business degree, over 38% an International Business degree, and over 66% a marketing degree. Therefore, the prediction of increased demand for our graduates is good news. Conversely, the business degree is sometimes thought of as the “default” degree. This is something that our department must particularly deal with and something that we must make efforts to combat. The information found in the following summary report is evidence of the quality of education we are providing to our students.
The Department of Management and Marketing houses multiple programs: The Major in Business Administration (BADM), the largest major in the School of Business, and two additional majors which are also among the largest in the School and at the College of Charleston: Majors the Major in International Business (INTB), and the Major in Marketing (MKTG). We offer Concentrations in Entrepreneurship (ENTR), Leadership Change and Social Responsibility (LCSR), and in Marketing. We also offer Minors in Business Administration, Entrepreneurship, Leadership Change and Social Responsibility, and Marketing.

With respect to rate of growth, our major in Marketing was cited last year as one of the fastest growing at the College

PROGRAM

MISSION/GOALS/VALUES
Our department is quite diverse. However, as a department, we value high levels of faculty-student interactions and experiential learning. We also have a strong orientation toward globalization, innovativeness, research and critical thinking/problem solving as reflected by the goals and mission of the School of Business and the College of Charleston. These can be evidenced by examining our individual annual faculty reports and from reading components of this report.

PROGRAM ACCOMPLISHMENTS
Our accomplishments were many and varied during the 2015-2016 academic year with only a sampling summarized by this report.

Enrollments and Trends
As previously indicated, the BADM major is the largest in the School of Business. As of spring 2016 there were over 800 BADM majors (about a 9% decline from the prior spring semester), 212 International Business majors, and 233 Marketing majors (almost a 15% growth rate over the prior spring semester). The new majors in Finance and Marketing have caused some cannibalization of the BADM major, but much less than was anticipated as overall growth has also occurred in the School of Business School. Our minor enrollments remained close to those of the previous year: BADM 92, ENTR 19 (growth from 11 previously), and LCSR 23. The entrepreneurship concentration enrollments remained unchanged at 82. The Marketing concentration declined from 101 to 86 last year as this concentration was purposefully cut from the catalog beginning last year. Only students who are already enrolled are in the process of finishing out their program; thus, the decline will continue as planned. Almost 280 students graduated in the spring semester alone from the BADM major, with around 60 in International Business and around 50 in marketing. Over 60% of the undergraduate international students in the School are in our majors.

Overall, the Department of Management and Marketing delivered 11,298 Student Credit Hours in the 2015-2016 academic year with 3,782 student enrollments. Our faculty supervised 14 Independent Studies, 54 Internships and 4 Bachelor’s Essays. We delivered thirteen courses on
the North Campus and seventeen online/hybrid during the fall and spring semesters. In the current summer we are teaching nine online courses.

**Organizational Structure**
The department included nineteen full time faculty members in our department, one half-time (shared with the Department of Computer Science), one vacant faculty line and one administrative assistant in AY 2015-2016. We also deliver a number of courses using highly qualified adjunct faculty members (typically 5-10 courses per semester). Our vacant line in Strategic Management will be filled by a full-time visiting assistant professor for the upcoming year and we are searching for a tenure-track replacement for this line to begin in the Fall of 2017.

With respect to change in organization, Dr. Carrie Blair Messal assumed the role of Associate Chair in the spring semester of 2016 given the large numbers of student majors needing to be served by our department.

We developed a Marketing Advisory Board to work with marketing faculty:
Keith Whitaker (Gildan), Ann Peets (Afaxis Pharmaceuticals), Will Copenhaver (Le Creuset N.A.), Mary Pat Donnellon (Blackbaud), Carolina Adami (Kaleidoscope), Randy Brooks (Directions Research)

**Future Academic Plans**
Our department will address our concerns about our BADM major overall in the upcoming year—again, this is the largest (# of students majoring) in the School of Business and one of the largest on campus. While this major is “housed” in our department, we control only three of the core courses required for the major—the same number of core as controlled by the Department of Supply Chain and Information Management and the Department of Accounting and Legal Studies each. Two core courses fall under the Department of Economics. Students are allowed to take elective courses from every department in the School of Business. When examining our ETS scores over recent years, we observed that the BADM students, overall, score lower across most discipline/content areas in the school. We discussed various options to address the major at our departmental meetings throughout the 2015-2016 year and put several proposals forward at the departmental level. We will be continuing this discussion and submitting proposed changes in the upcoming academic year.

We will also be addressing two of our departmental capstone courses: MGMT 408 and INTB 409 to more effectively and efficiently manage our major program offerings.

In addition, our marketing faculty will be continuing their assessment of the relatively new marketing major for program improvements.
ACADEMICS

While the overall School of Business assessment report reflects statistics across majors in detail, students majoring in the School of Business scored above the national mean percentiles in both course content measurement areas offered by our department (management and marketing). Scores of School of Business majors increased in the marketing subject area (highest since reporting began in 2006 and these were the highest content scores for all business school majors at 87%).

Glimpses of a Brief Sampling of Student Activities (additional insight can also be found in this report’s faculty section)

The Management and Marketing Department is one of the most active in the School of Business in the engagement of our students and the professional community. Some examples are:

Dr. Angela Passarelli offered the Kolb Learning Styles Inventory free of cost to her students and held interactive sessions to examine results. She also used Team Laboratory assignments including 45-minute team coaching sessions. This process is designed to reinforce the importance of identifying and leveraging team member strengths.

Dr. Kelly Shaver’s ENTR 451 Health Sciences Entrepreneurship course is cross-listed at MUSC and at Clemson as both Biomedical Commercialization and Biomedical Technology Entrepreneurship. This class worked with three projects this year (the development of a bioengineered bone cement, a hand-held potentiometric diagnostic system to detect adverse cardiac biomarkers, and the creation of a 3-D matrix environment for the culturing of heart cells).

Dr. Henry Xie collaborated with Lingnan University in Hong Kong to secure three full scholarships to qualified CoC School of Business students for the MSc HRMOB (Master of Science in Human Resource and Organizational Behavior) program at Lingnan. Three of our students recommended by Dr. Xie were offered full scholarships and stipends for the 2015-2016 year and three have also been offered full scholarships for the upcoming year. This was the second year that Dr. Xie has secured scholarships for our students at Lingnan (3 the prior year).

As part of the Schottland Leadership Program, Dr. Carrie Blair Messal along with Mr. Bill Finn escorted the Schottland Scholars on trips to Boston where they visited: American Packaging Company, Brady Enterprises, Citizens Bank, Deloitte Boston, the Harvard iLab and Fidelity Associates just to name a few. They also took students to Charlotte for visits with the American Tobacco Campus, Capital Broadcasting and Durham Bulls among others. Throughout the year, these students participate in Local Leader Roundtable Discussions, mentoring, and business etiquette training. More than 80% of the alums of this program made financial contributions to
the program this year. Visitors to Dr. Blair-Messal’s MGMT 345 class included Anita Zucker, Justin McLain and Jerry Callahan.

Dr. Rene Mueller’s students, under her supervision, worked with the S. C. Department of Commerce to produce export plans for six (6) countries in Africa and South America.

Dr. David Desplaces took nineteen of our students for a travel-study in Dubai as part of his INTB 313: Global Commerce and Enterprise course, a spring semester-long course (Drs. R. Mueller and W. Smith accompanied him.) Dr. Desplaces ENTR 200 students did volunteer work as part of their class in support of scholarship fundraising for the James Island Connector Run.

Dr. Elise Perrault developed and supervised the “Think Differently Forum in the fall and spring semesters. The fall topic was the campus “hook-up culture” and the spring topic was “What is normal/disabled disabilities?”. Four students worked with her on independent studies to facilitate the program.

Drs. Pitts and Mack’s MBA students worked with the Charleston Distillery on a project developing a detailed Marketing and Integrated Marketing Communications plan.

Professor Lancie Affonso was selected as an Honors College Fellow and Director of e-LLC (Berry Residence Hall 110). Professor Affonso’s MGMT FYSE 126 Technology Ventures class that meets in the ICAT room in Beatty 120 was selected as one of the FYE classes for the HS Counselor Fly-In visits this semester. There were two visits during the semester with five counselors talking with these freshmen business students.

About 150 attendees attended the Tommy Baker Entrepreneurship Hour, featuring Tommy Baker as the panel moderator.

As part of our ICAT program and working with Dr. David Wyman and Dr. Chris Starr, sixty students applied for 24 spaces on interdisciplinary teams of three students each. They learned about the process of taking an idea from conceptualization to commercialization. At the end of the term, all teams competed for a $10,000 in the final pitch competition known as Demo Day. The class was held each of the semesters during the year. Dr. Wyman also worked with NGAL (Network Globally, Act Locally as will be described in depth in the Center for Entrepreneurships report). He, along with Dr. David Desplaces and the Department of Hospitality and Tourism, staged the second annual Global Entrepreneurship Week Program in November that was open to all majors with over 500 people attending. (More detail on our Entrepreneurship program courses can be found in Dr. Wyman’s Center for Entrepreneurship report.)

Our School of Business Marketing Club (co-advised by Drs. Blose and You) hosted a presentation by Phylicia Baugh (CEO and owner of the Baugh Agency). Club students also worked on a project distributing flyers for ESPN’s Charleston Classic, launched their SMA Facebook webpage, applied for and received American Marketing Association Collegiate chapter status. In the spring semester of 2016, our Chapter hosted: Jennifer Jost (Charlestowne
Hotels, Digital marketing), Chris Guerra (BlueAcorn CMO), Brandon Olesh (Survey Programmer, Burke Marketing Research). The club also had a Resume Review Workshop by Ferris Kaplan and Sandy Krezmien-Funk in January and they worked on the marketing campaign for the Alzheimers Walk.

Study abroad courses
Dr. Rene Mueller worked with Dr. Marvin Gonzalez on the annual service-learning trip to Honduras. Six (6) students traveled with Dr. Gonzalez over spring break.

Dr. David Desplaces, accompanied by Drs. Rene Mueller and Wayne Smith traveled with nineteen (19) students to Dubai over spring Break.

OUR STUDENTS

Student Awards and Accomplishments
Outstanding Business Major Award: Alan H. Lindsey
Outstanding International Business Major Award: Vu Tran
Outstanding Marketing Major Award: L. Merrill Pischke
Outstanding Entrepreneurship Award: Blair J. Hines
Al Lifton Award for Leadership & Management Development:
    Molly M. Stichter (Highest Performance)
    Nicole C. Watches (Finalist in Model Case Analysis)
Tommy Baker Award for Entrepreneur of the Year: Blair J. Hines

2016 Student “CWE” Entrepreneur Award: Carlie Christenson
2016 Innovator Games Winner: Grace Neil
Certificates of Achievement:
    Sarah Jordan
    Stian Anderson
    Eva Ho
    Charlotte Pope
    Katherine Eaton
    Therese Spaseff

Internships
Our students interned for the following organizations throughout the 2015-2016 year.

Robert Bosche
Asten Johnson
Medical University of South Carolina
IDEA, LLC
World Trade Center, Charleston
OUR FACULTY AND STAFF

All roster faculty members in the Department of Management and Marketing are qualified. All full-time faculty members were AACSB SA qualified during the 2015-2016 academic year and all of our adjunct faculty were professionally qualified (AACSB Instructional Practitioner or Scholarly Practitioner).
DIVERSITY

Diversity of our faculty includes faculty members from China (2), South Africa (1), Tanzania (1), Canada (1), United Kingdom (1), and from France (1). Seven faculty members and three staff members are female.

DEPARTMENTAL FACULTY/STAFF: ACCOMPLISHMENTS/AWARDS/OUTREACH/SELECTED ACTIVITIES

Dr. Kelly Shaver was nominated and selected as the winner of the College of Charleston Distinguished Research Award 2015-2016. Dr. Shaver was also selected to be a Justin G. Longenecker Fellow by the United States Association of Small Business and Enterprise (USASBE). Dr. Shaver is CofC’s first Faculty Representative to the Federal Demonstration Partnership (FDP), an organization of 119 universities and 10 federal agencies designed to reduce the administrative burdens required of the recipients of federal funds. He serves on the Faculty Steering Committee of the FDP. Dr. Shaver is one of three members of the Financial Conflict of Interest external review committee at MUSC where he also served as one of three judges for the MUSC Innovation Award presented at the 50th Annual MUSC Research Day.

Dr. Ya You and her two coauthors were selected as the recipients of the 2015 MSI (Management Science Institute)/H. Paul Root Award for their article “A Meta-Analysis of Electronic Word-of-Mouth Elasticity,” which appeared in the March 2015 Journal of Marketing (top marketing journal). This award was chosen for its significant contribution to the advancement of the practice of marketing. Dr. You also serves with Dr. Blose as a Co-Advisor of the CofC School of Business Student Marketing Association.

Dr. Rene Mueller was selected as a new member on the South Carolina District Export Council. The Council’s goal is to assist regional business as they export their goods and services. Dr. Mueller also presented: “Pangia: Increasing Opportunities and Decreasing Distances” in Belo Horizonte, Brazil. She served as an Evaluator of the U.S. Department of Education FIPSE Europe Program. Dr. Mueller also taught at MCI in Innsbruck, Austria, and she participated in a ten day program in Turkey (subsidized by the Atlantic Institute) to facilitate intercultural understanding and build bridges between the US and Turkey. This is by invitation only to academics, clergy, and politicians.

Dr. David Desplaces consulted in business and leadership development for Navtech Marine Services (Case Research Opportunity). He also supported leadership training for MUSC Leadership. Dr. Desplaces is a leader in Boy School troop 15 and a member of the coast Guard Auxiliary-Flotilla 12-06 (East Cooper). Dr. Desplaces also works very closely in coordinating Center for Entrepreneurship activities such as the DEMOS initiative and Global Entrepreneurship Week.

Dr. Angela Passarelli was one of fifteen scholars chosen from the U.S., Europe and Australia for the global research conference at Oxford University Said Business School. She is a review editor
for *Frontiers in Psychology*; ad hoc reviewer for the *Academy of Learning Management and Education* and a Board Member for the Scientific Advisory Council at the Harvard Institute of Coaching.

Dr. David Wyman received the American Real Estate Society Practitioner Research Award. He is also a board member of the Harbor Accelerator and the Small Business Development Center (SBDC).

Dr. Graeme Coetzer received grants from several businesses to support the event “Managing Human Differences in SC: Developing a Culture of Constructive Collaboration in the Midst of Human Differences”. (Boeing $8000; Denny’s $15,000; SC Federal Credit Union $1000, Charleston Chamber of Commerce $500). Dr. Coetzer is also on the editorial board of the *Journal of Team Performance Management* and the *Journal of Organizational Analysis*.

Dr. Tom Kent is a reviewer for the *Journal of International Business Studies* and the *Journal of Management Development*.

Dr. Elise Perrault was Associate Editor of the Academy of Management Meeting (SIM and the Southern Management Association. She is also an ad hoc reviewer for the *Academy of Management Review*, the *Journal of Business Ethics, Business and Society*, among others.

Dr. Jim Mueller supervised three internships abroad during the year.

Dr. Julie Blose serves as Chair of the MUSC Division of Physical Therapy Advisory Board’s Communications Committee. She and Dr. Ya You are Co-Advisors of the School of Business Student Marketing Association.

Dr. Carrie Blair Messal is a Board Member at Large for OBTS Teaching Society for Management Educators. In this role she coordinated the inaugural Early Educator Institute 2015, and hosted pre-conference teaching workshops for early educators. She is also an ad hoc reviewer for several journals and conferences including the Southern Management Association Conference, *Leadership Organizational Development Journal* and the *Human Relations Journal*. Dr. Messal-Blair continued in her role as Co-Director of the Schottland Scholars Program and serves as Point-of-contact for to the Schottland Leadership Award. She also is the coordinator for the Spaulding Speaker program.

Dr. David Hansen is the Associate Editor of the *Journal for Research in Marketing and Entrepreneurship*, and a reviewer for the several journals including: the *Journal of Business Venturing, Entrepreneurship Theory and Practice*, the *Journal of Management Studies, Small Business Economics: An Entrepreneurship Journal* and the *Journal of Product Innovation*. He also served on the Master’s Thesis Committee for two Masters of Environmental Studies students: Shiverdecker and Ketron.
Dr. David Wyman launched the inaugural Charleston Women Entrepreneurs Summit in April of 2016. Over 475 students, community members, professionals and industry experts attended earning $3,250 in ticket sales.

Dr. Glen Riecken is on the Editorial Board of the *Journal of Innovative Marketing*. He also served as a student mentor to the Honors Thesis at the Academic Magnate High School.

Dr. Rhonda Mack served as mentor to students in the Honors Thesis program at the Academic Magnate High School. She also served on the Advisory Board for the MUSC College of Health Professions. Dr. Mack taught at the University of Worms, Germany.

Dr. Henry Xie is an invited reviewer for the *Journal of Asia-Pacific Business*. Dr. Xie also serves on the MUSC Division of Physical Therapy Advisory Board.

Dr. Trent Salvaggio conducted professional workshops and seminars in Lean Six Sigma Green Belt.

Christine Rodgers spearheaded the 2nd annual Alzheimer’s Walk-a-Thon that took place in September of 2015. With the assistance of a committee of staff, faculty and CofC athletes, and students, she organized her group to raise three times last year’s donations. Organizations assisting Ms. Rodgers were: Sigma Kappa, the entire Cougar Men’s baseball team, Women’s track and field, Men’s Ice Hockey, Men’s basketball and Soccer, Women’s tennis, sailing and volleyball. In addition to the walk-a-thon donations, Ms. Rodgers organized bakers from across campus to raise an additional $692. Ms. Rodgers has now joined the Board of the Alzheimer’s Association Charleston Chapter.

**FACULTY PRODUCTIVITY IN SUPPORT OF RESEARCH AND PROFESSIONAL DEVELOPMENT**
(see FAS for details)

Nine of our faculty’s peer-reviewed manuscripts were on global topics/published in international journals this year and ten of our departmental faculty attended professional conferences abroad. Two of our faculty taught abroad.

During the 2015-2016 academic year, about 3/4ths of our Departmental of Management and Marketing faculty members published peer-reviewed journal articles. Without double counting (multiple departmental faculty authoring one article), about 25 peer reviewed journal articles were published and we made twenty (20) conference presentations. Our faculty members serve as reviewers for over twenty (20) journals with many serving as reviewers for conferences. Three are editors/associate editors for journals.
DEPARTMENT CHALLENGES

The Department of Management and Marketing faces ongoing challenges. We have more faculty and students than any other department in the School of Business (more than twice the faculty as several and there is no comparison with student numbers), yet no more resources for management.

One of our biggest challenges may be our success. With around 1300 majors in addition to minors and concentration, the demand on our classes and our faculty is huge. Every time one of these students has a paper to sign such as taking courses elsewhere, petitions, etc. they come through our department. They come for advising and overrides.

With respect to class demand: As an example, this report is being written in June of 2016 and all but three of our fall 2016 marketing classes are already overenrolled.

Accompanying this is the difficulty to hire AND RETAIN tenure-track faculty to lead in our discipline areas given supply and demand as well as salary implications (and R&D budgets to attract and retain faculty). We have one administrative assistant to work with all faculty, classes, and students as well as assist to some extent our faculty who head centers and programs (we keep this as low as possible). We have one department chair and an associate chair (who typically cannot afford to take a release time and is compensated at a very low rate).

With respect to the BADM major, it is housed in our department, yet we do not have control or resources to manage the major.

OUR GUESTS

We are fortunate to have many highly respected professionals in our community as well as others who are happy to travel to Charleston to participate in our programs. These people bring so much to our students. The following professionals visited our classes either as presenters or judges during the academic year: (incomplete list)

- Glen Cohen – Owner of Cohen Coaching (Organizational Coaching Business in Charleston)
- Russell Philpot – National Sales Recruiter at Total Quality Logistics
- Philicia Baugh – CEO of the Baugh Agency
- Justin McLain – Managing Partner at Duart Mull
- Austin Drost – C.H. Robinson (No position given)
- Senator Paul Campbell
- William Kennard, Former Ambassador to the EU
- Donna Freitas – Professor and Author (“The end of sex: How hookup culture is leaving a generation unhappy, sexually unfulfilled, and confused about intimacy”)
- Noah Church – Former Ted Talk Speaker
- Dr. Todd Love – Psychotherapist, counselor, specialist in the science of addiction
- Amy Hiltzik – Director of Strategy at Ingevity
• RD Weeks – Founds and CEO of RAZ Productions
• Jose Mallabo – CEO of Vireo Labs
• Winnie Drews
• David Cole – President of MUSC
• Jorge Riano – Founder of Green by 3
• Mariel Simpson – Former CofC grad (co-presenter with Jorge Riano)
• Mike White – Founder and CEO of Charleston Industrial
• Alex Skatell – Founder of the Independent Journal Review
• John Rizzo – Partner Globe On Demand and Invidz technology
• Lee Deas – Founder of Obviouslee Marketing
• Meghan Kelly
• Penny Heater
• Whitney Fee & Ron Marion
• Craig Massey
• Nicole Santana
• Brad Walbeck
• Jim Gray
• Vadzim Pineu
• Robert Johnston – Chief of Strategy at the Intertech Group
• Andrew McGlaughon – Assistant Director of External Operations, Athletics Department at CofC
• Chuck Beddingfield – Managing Director at Charleston Classic
• Vadzim Piuene
• Tommy Baker
• Anita Zucker
• Alessandro Moreira
• Mary Katherine Bowen
• Cindy May/Rene Reese
• Katie Frederick
• Danetra Richardson
• Molly Crete
• Nick Gavalas
• Martin Markowitz
• Wilson Baker
• Micah Mallace
• Christine Osborne – Wonderworks
• Eric Cox – ACAG Charleston
• Steve Edwards – Blue Angel Mindset
• Andria Wyman – Clarke
• Brent Hoover – Odyssey
• Matt O’Neill – Matt O’Neill Real Estate
• Gavin McCulley – Geekin Radio
• General Taylor
• Nate Justiss – Distil Union
• Terry Anker
• Gail Depriest – The Journey Project
• Tim Zwerner – Nelson Mullins
• Joe Reilly - GE
• Herbert Drayton – Ops Assure
• Jack Keigwin – F.H. French Co.
• Mike Klatzo – Founding Partner of Kegulator International
• Dr. Kristi Brian – Diversity Advocates at CofC
• Cheryl Wingert – CofC Career Center
• Alexis Carrico – Director of Supply Chain for Emerging Markets at Nike (’03 CofC alum)
• Mike Mills – Retired executive from P&G
• Bruce Caulk – Senior National Sales Director at Primerica
• Matt Coda – Founder of Vive Media
• Riley Csernica – Co-Founder of Tarian Othotics
• Jim Newsome – CEO of SC Port Authority
• Dr. Dennis Schimpf – President of Sweetgrass Plastic Surgery
• Melody Shemtov – Owner of The Daily
• Sam Staley – Founder of BIDR
• Glenn Starkman – Co-Founder of Soteria
• Brad Warneck – President of Consulting Services at Soteria
• Joe Warren – CEO of Warren Capital
• Geoff York – Co-Founder of Annex Studio
• Len Brooks – Vice Chairman of SubAir
• Michelle Canon – Gildan
• Drew Cawood – EPI Event Partners
• Michael Golden – Ex CEO and chairman at Smith & Wesson
• Dan Henderson – Real Estate Developer
• John Lanske- Co-Founder of Graybill, Lansche & Vinzani
• Marcus Martin – Founder of Global Oak Capital Markets
• Chris O’Rourke – Founder of Soteria
• Michael Shemtov – Founder of Butcher and Bee
• Stuart Vernon – Founder of America’s Pool Company
• Keranna Williamson – Founder of Vaga
• Rick Brisbin – Special Counsel at Haynesworth Sinkler Boyd
• Tom Finnegan- Director at MUSC Center for Innovation and Entrepreneurship
• Jesse Goodwin – Deputy Director at MUSC Foundation for Research Development
• Perry Halushka – Distinguished University Professor and Dean Emeritus at MUSC College of Graduate Studies
• Andrea Marshall – Executive Administrator at Charleston Angel Partner

Several of our professors also accompanied their students to various sites during the year for class purposes for presentations and tours. A few examples were:
Le Creuset NA Headquarters in Charleston, Hawkes Learning Systems, Blue Ion, Dumas and Sons, and more.

THIS IS ONLY A BRIEF SUMMARY OF OUR YEAR. SO MUCH MORE CAN BE VIEWED FROM OUR INDIVIDUAL FACULTY MEMBERS RECORDS, OUR CLASSROOMS AND FROM MEETING AND TALKING WITH OUR FACULTY, STAFF AND STUDENTS. WE INVITE YOU TO DO SO.