

2014

Bottom Line

Howard University School of Business

HUSB:
The World
is Our
Lecture Hall



Creating Business Leaders for America and the Global Community





"Setting the Standard, Achieving Results"

#1 Greatest Opportunities for Minority Students



Princeton Review
Best Business Schools

Ranked Among the **Top 60** Best Full-Time MBA Programs



Bloomberg BusinessWeek
Best Business Schools

Ranked Among **Top 10 Programs** with Most Financial Value at Graduation



2012 US News & World Report

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BottomLine

Howard University School of Business



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SCHOOL OF BUSINESS

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Message from Dean Barron H. Harvey, PhD, CPA



The 2013 – 2014 academic year will be remembered as a year of achievement. As we continue to provide a stellar business education for a wide range of students, this year a major focus was successfully navigating the reaccreditation process. This again builds upon our proud legacy as the first business school in the nation's capital to become AACSB-International accredited, which we first achieved in 1976. Accreditation also provides a stamp of approval, if you will, that our coursework and curricula meets or exceeds globally-accepted standards for business education. On March 28th, the School of Business' accreditation status was reaffirmed for another five years by the Board of AACSB-International.

We are able to consistently excel because of the unwavering support of our alumni, sponsors, parents and partners. As we approach our 45th Anniversary in 2015 as a stand-alone, full-service business school, we are able to keep our systems updated and provide aid to students because of your contributions of time and financial resources. The School will soon welcome you to participate in our upcoming building campaign which will fund a future, state-of-the-art, brick-and-mortar headquarters for classes, conferences, case competitions and lectures.

Of course, not resting on past accomplishments, the Howard University School of Business, continues to embrace new opportunities and collaborations. So, what's new?

- We welcomed three new faculty members this year. The infusion of new academic minds always invigorates the learning environment.
- We welcomed a new director of development, Kevin Hendricks. He brings a solid, successful background of building corporate relationships.
- Five of our senior faculty members received tenure—a lauded career accomplishment that speaks to their commitment to academic rigor.
- Three new senior executives joined our Board of Advisors. Fostering and maintaining good relationships with leaders in various industries keeps the Howard University School of Business top of mind when executives are hiring as well as when they are offering internships, leadership programs and mentorship opportunities.
- Our 18th annual two-day conference, the MBA Exclusive, featured keynote speaker and alumnus Frank Savage, acclaimed investment executive and chairman emeritus of the Howard University Board of Trustees. In the fall, the 19th Annual MBA Exclusive will welcome Carla Harris, Vice Chair of Global Wealth at Morgan Stanley.

As always, we hosted several top officials for our very popular Executive Leadership Series, which included top-level speakers from AIG, Bank of America, Boeing, DeLoitte, Eli Lilly, Ingersoll Rand, Morgan Stanley, Northern Trust, SAP, and Verizon, as well as members of the U.S. Congress and ambassadors to the U.S. One notable visitor, Sheryl Sandberg, Facebook's popular chief operating officer, launched her "Lean In" program for women while here. We also launched a partnership with SAP, which will allow students access to cutting-edge software.

Many of our guests shared with students and faculty the importance of global citizenship, a point that is underscored by the many opportunities our students have to study and provide business consulting services abroad as part of their coursework. Within the United States, we have teams traveling and winning competitions, as well as students participating in exchange programs in five countries. These experiences allow students to interact with business leaders as they gain cultural competency skills needed to navigate in the international economy. Last May, 30 students traveled to China; in the fall, 42 students and six faculty traveled to India. At the end of this academic year, another 30 students will travel to China, and then at the end of fall 2014, 30 junior-level students will travel to Brazil.

Our formula continues to produce a well-prepared leader, as our statistics show. For example, our School of Business Executive Leadership Honors Program boasts 100 percent placement for all graduates! This year's incoming class is also an example of the Howard University School of Business brand of excellence as they represent the best averages of incoming grades and test scores in the School's history.

The accomplishments of this closing academic year serve as the foundation for coming years of success and growth.

Sincerely,



Barron H. Harvey, PhD, CPA

The Board of Advisors for the Howard University School of Business serves a major role in shaping the strategic plan and goals for the School. Populating the Board with experts and noted business leaders ensures that the School maintains a forward-looking curriculum, strong industry partnerships and a wealth of internship and employment opportunities for our graduates.

The School welcomes to its Board:

Bjorn Haines, vice president of asset management for Goldman Sachs. Haines, who serves as Goldman Sachs' strategic relationship manager on the Third Party Distribution Key Accounts team, is a 1992 graduate of HUSB and serves as the firm-wide recruiting captain for Howard University. Haines earned his MBA at the University of Michigan in 1997 and previously held the position of vice president at Bank of America and Banc of America Securities before joining Goldman Sachs in 2010.

Ronald C. Parker is president and chief executive officer of The Executive Leadership Council, which represents Black Fortune 1000 senior executives around the globe. He also leads The Executive Leadership Foundation. He retired from PepsiCo, where he worked since 1982 and served as senior vice president for human resources, labor relations and global diversity and inclusion. He also serves on the boards of Baylor Regional Medical Center and Texas Christian University.

Charles Rice, an HUSB graduate, is president and chief executive officer of Entergy New Orleans, Inc., a \$750 million-per-year electric and gas utility. In the U.S. Army, he was a military intelligence officer with the 101st Airborne Division. He holds a juris doctorate from Loyola University's School of Law and an MBA from Tulane University. He previously held the position of New Orleans city attorney and was partner in a New Orleans law firm. He is also on the visiting committee of the Loyola University School of Law and the president's council for the University of New Orleans.

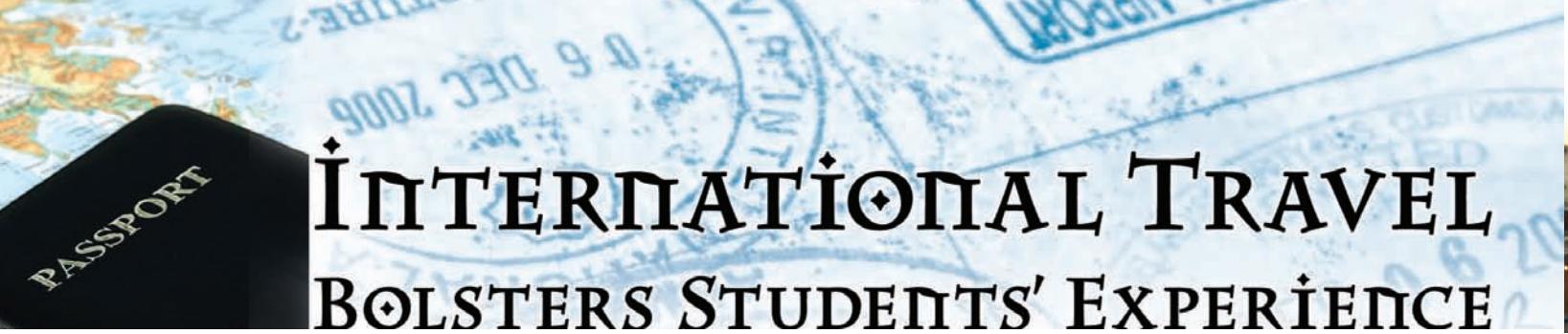
They join the following current board members, who serve three-year terms:

Shelley Stewart, Jr., vice president of sourcing and logistics & chief procurement officer at DuPont
D. Michael Bennett, vice president of contracts pricing & procurement at BAE Systems
Carl Brooks, former president and chief executive officer of The Executive Leadership Council
Patricia Brooks-Nobles, senior vice president & commercial market executive, Specialty Banking at Bank of America
Donald Christian, partner at Pricewaterhouse Coopers
Maurice Cox, vice president of diversity and inclusion at PepsiCo
Van Ewing II, managing partner at New York Life—Chicago Northshore General
Thomas Grein, senior vice president & Treasurer at Eli Lilly & Co.
Jamy Hall, director Global Business Office, Ford Motor Corp.
Carla Harris, managing director at Morgan Stanley/Global Capital Markets
Edith A. Hunt, former managing director at Goldman Sachs
Arlene Isaacs-Lowe, senior vice president, Commercial Group at Moody's Investors Service
Norman Jenkins, senior vice president at Capstone Development, LLC
James H. Lowry, senior advisor at The Boston Consulting Group
JoAnn H. Price, partner at Fairview Capital Partners, Inc.
Michael Santini, managing director at Deutsche Bank Securities, Inc. global head of Diversified Industrials
Mark Settles, consultant at The Prout Group
Frank Weaver, former director at The Boeing Company
George Willie, managing partner at Bert Smith & Company

New Small Business Book by HUSB Authors

More than a century's worth of business knowledge can be found in a new book, "*Enhancing the Managerial DNA of Your Small Business*," released April 2014. The book is a resource for current and aspiring small business owners seeking to deepen their knowledge of management, strategic planning, financing, marketing, managing cash flow and managing costs. The book may also be used as a supplemental text for students of small business management or entrepreneurship.

The book was penned by Pat Roberson-Saunders, former director of the entrepreneurship program; Barron H. Harvey, PhD, dean of the School, Phillip Fanara, Jr., PhD, finance professor; Gwynette P. Lacy, PhD, management professor; and Pravat Choudhury, PhD, marketing professor. For almost 10 years, the writers used U.S. Small Business Administration grants to offer executive education programs for small business owners.



INTERNATIONAL TRAVEL BOLSTERS STUDENTS' EXPERIENCE

All business may be local, but to thrive on a local level, most enterprises must interact and interconnect with those in different area codes, zip codes and country codes. To continue producing top-level graduates who are able to jump into these multinational environments, the Howard University School of Business frequently includes lesson plans and case studies that take students figuratively and literally to new lands. This year that included treks to China, India and Oman and visits from Ambassadors from South Africa and Uganda.

"Our objective is to increase and broaden the opportunities for students to interact globally," said Narendra K. Rustagi, PhD professor and director of the Center for Global Business Studies. "While students traveled, they interacted with companies, worked on projects in India and Oman as part of their global management consulting class."

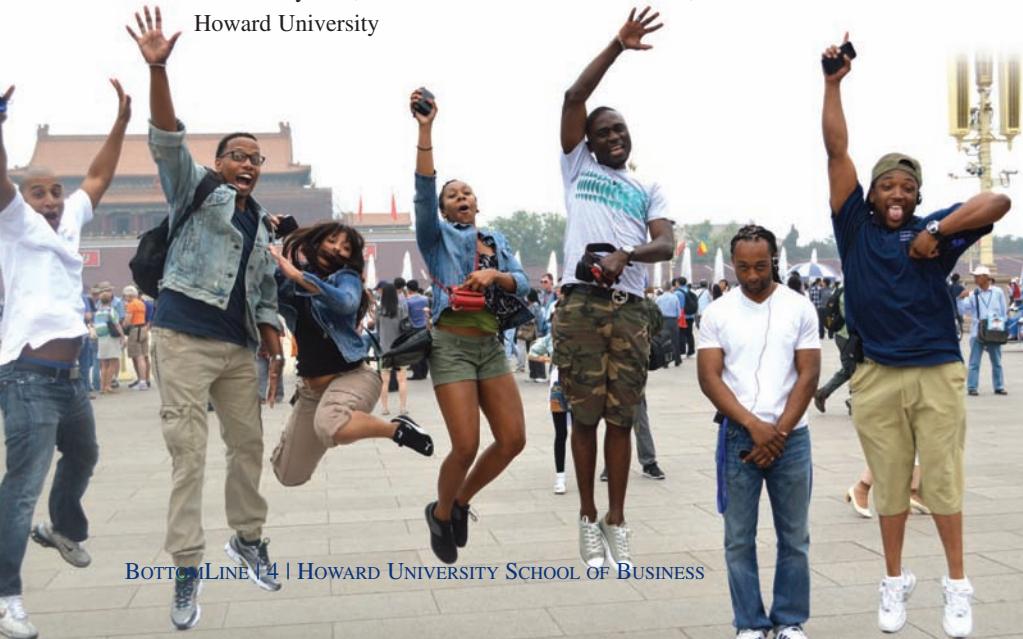
Here is a roundup of some of the international activity at the School of Business:

- Visit from the President of the Republic of Haiti, Michel Martelly, February 7, 2014
- Visit from Ambassador Duncan Muhamuza Laki, Republic of Uganda, March 25, 2014
- Joint activity: panels at the Women Ambassadors' Conference, April 2-4, 2014
 - "China and Japan on the World Stage," April 4, 2014
 - "China Doing Business in Africa: Who Benefits?" April 4, 2014
- Joint symposium with the Howard University Republic of South Africa Project
 - "Business and Economic Development in South Africa: The Mandela Legacy and the 20th Anniversary of Democratic South Africa," April 15, 2014

Panel Discussion moderated by Dr. Julianne Malveaux, former president of Bennett College, writer and economist

Panelists:

- Donald H. Gips, former U.S. Ambassador to South Africa
- Hugh Masekela, musician and activist, Scholar-in-Residence, Howard University
- Ndumiso Davidson, CEO, South Point
- Kendal Tyre, Partner, Nixon Peabody
- Phiwo Mnyandu, PhD candidate in African Studies, Howard University



BOTTOMLINE | 4 | HOWARD UNIVERSITY SCHOOL OF BUSINESS

• International Business Society event:

Africa and China's Rise to Global Economic Power: What Does it Mean for the Future of United States and Responding to the New Challenges?

Panelists:

- Katrin Kuhlmann, senior policy advisor, Corporate Council of Africa
- Steven Lucas, project finance assistant, Portfolio Management Division
- Representative from the Overseas Private Investment Corporation (OPIC)
- Nairimas S. Ole-Sein, counsellor/head of chancery Embassy of the Republic of Kenya





STUDENT TRAVELS:

26 students (12 MBAs and 14 undergraduate students) traveled to China in May 2013.

28 undergraduates and 14 MBA students went to India, UAE (Dubai) and Sultanate of Oman (Sohar) in December 2013.

Students were assigned projects that they completed in groups as part of their coursework. They worked with company executives through phone calls and video conference calls and prepared reports before visiting in person. They presented their reports to executives, students and faculty members from collaborating institutions while overseas and submitted final reports upon returning to Howard after incorporating comments received.

To further enhance the global student experience, the School is currently planning a tri-lateral MBA program.



Students Hear & Meet Top Business Leaders in School's Popular Lecture Series

Few college freshmen can say that they have met and possess business cards for CEOs of the Fortune 500's 13th, 33rd, 39th and 42nd ranked companies. At Howard University School of Business, Shaela Rattley can say just that.

Rattley is one of the more than 300 students in the 2013-2014 freshman class who had their first year enhanced through the School's annual Executive Lecture Series.



This year's series included more than a dozen CEOs and C-Suite executives including:

- | | |
|--|---|
| Sheryl Sandberg, <i>Facebook</i> | David Touhey, <i>Verizon Center</i> |
| John Rogers, Jr., <i>Ariel Investments</i> | Larry Quinlan, <i>Deloitte</i> |
| Frederick Waddell, <i>Northern Trust</i> | Dwight Gibson, <i>Ingersoll Rand</i> |
| Bill McDermott, <i>SAP</i> | Robert Benmosche, <i>AIG</i> |
| Bavan Holloway, <i>The Boeing Company</i> | Brian Moynihan, <i>Bank of America</i> |
| Carla Harris, <i>Morgan Stanley</i> | Lionell Nowell, <i>Bank of America board member</i> |
| Anita Johnson, <i>Money Wisdom for Women</i> | Tim Scott, <i>U.S. Senator</i> |
| Bart Peterson, <i>Eli Lily</i> | Elijah Cummings, <i>U.S. Representative</i> |

Rattley attended a lecture on leadership with Robert Benmosche, president and chief executive of AIG—number 33 on the Fortune 500. Afterwards Rattley spoke with Benmosche, snagged his business card and lobbied for an internship at AIG. He asked her to send a cover letter and resume directly to him. The last time a student followed through, he said, she landed a summer internship—a common scenario surrounding the lectures.

Students joined executives in small and large groups, as well as in one-on-one sessions. Industry leaders shared career development strategies, gave examples of opportunities for the students to hone leadership skills, and cautioned the audience about issues to avoid. Most importantly, the students received early exposure and practice interfacing with the most influential leaders in business, which has proven to be a successful strategy to mold future successful business professionals.



Planting Seeds to Reap Benefits for 45 More Years

By Kevin B. Hendricks, Director of Development

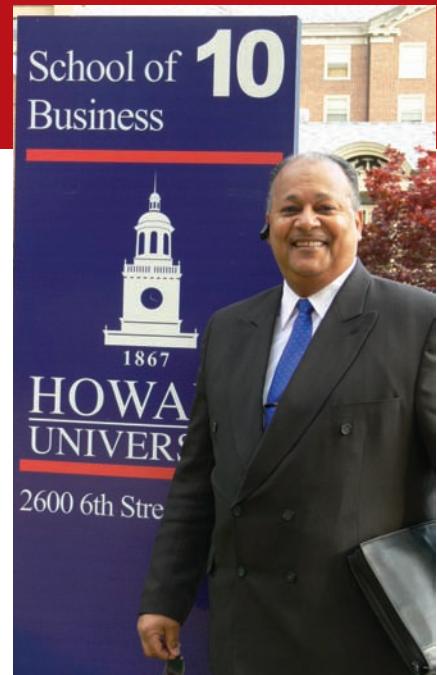
I'd like to hear from you. Yes, you.

My name is Kevin Hendricks and I'm pleased to serve as the School of Business' new director of development. As dedicated as I am to working with sponsors, partners and alumni, I can't do it without you! Through a comprehensive approach focused on the engagement of corporations, foundations and individuals, the School will take advantage of funding opportunities benefiting research, scholarship and education.

The School enjoys a long history of graduating future business elite. For our alumni, a Howard University School of Business degree isn't simply a rite of passage into the C-suite—it's a lifelong bond, a commitment to the School's mission. Those who walked these halls as students, gladly come back as guest lecturers, recruiters and, of course sponsors and supporters. That's why I'd like to hear from you. No matter what your relationship is to HUSB, you can continue to bolster this great institution in many ways.

- You might be looking for a way your company can create a long-term relationship with an academic institution that will supply a highly-qualified stream of applicants.
- You may wish to interact with senior-level executives, for this I recommend our annual Golf Tournament, which you can learn about on the back cover of this magazine.
- After you graduated, you donated money here and there, but now you're ready to pledge a monthly or quarterly amount—let's do it! Send me an email and I'll set you up!
- Your employer offers matching donations and you'd like to set that up now, email me.

Soon, we will commemorate the 45th anniversary of the School of Business as a stand-alone, continuously operating academic arm of Howard University. While this will be a time for celebration, it will also be an occasion to reaffirm our dedication to the "School of B."



If you, your child, your company or your industry has benefitted from the Howard University School of Business, then I expect to hear from you—soon.

-Kevin Hendricks formerly worked in the national headquarters of the United Negro College Fund and spent more than 13 years as a campaign director for the United Way. He can be reached at kevin.hendricks@howard.edu

Phillips 66 Fuels Education with \$50,000 Gift to School

The energy manufacturing and logistics company, Phillips 66 believes education powers the global economic future. To support continued efforts, Lou Burke, manager of Global Specialty Petroleum Coke and Polypropylene, along with James Sharper, power pricer for U.S. Marketing presented a \$50,000 check to Associate Dean, Samuel Paschall, and marketing department chair, Pravat Choudhury, PhD. The department hosted a breakfast reception Friday, April 25, 2014 to formally receive the funds. The money will go to programs in the Department of Marketing, sponsoring a student team in the 21st Century Advantage Program, initiatives in the School of Business Executive Leadership Honors Program and in the University's departments of math and economics.



"Phillips 66 is extremely proud of the Howard University graduates who work in our company," Burke said. "They bring a wealth of knowledge and breadth of experience that continues to create a lasting impact on our business of providing energy and

improving lives. We believe in developing a diverse, agile, capable workforce. I appreciate the many coordinated efforts toward mutual objectives that exist between Phillips 66 and Howard University."

Students Drive Home Cadillac's Message Through

FALL 2013

Cadiluxe: Levels to Excellence

Matthew Aaron
Malcolm Amey
Sydney Bobbs
Olivia Butler
Simone Carter
Christopher Coker
Damion Francois
Sara Gebremedhin
Justin Ghee
Morgan Gunter
Alex Hooks
Khadija Hunt
Clarence James III
Angeline Jefferson
Jamar Johnson
Tyla Jordan
Taelor Mason
Jasmine McElroy
Brianna McIlwain
Tabitha McKelvy
Kasi Nayles
Raymond Oliver
Patrick Oseni
Amber Paige
Samuel Paris
Clarence Roby III
Gabrielle Ross
Kenosha Shelborne
Ayanna Sinclair
Tiffaine Stephens
Willie Thomas
Brittani Treadway
Breonna Vereen
Julia Weiss
Rayvon Williams
Diamond Young

Not all seniors spend a semester focused on a luxury car, but that's what soon-to-be graduates did in the Marketing Communications course. Taught by Yuvay Meyers Ferguson, PhD, students used what they learned, plus a \$3,000 budget and a large dose of creativity to create campaigns for the Cadillac brand. Thanks to a General Motors Educational Foundation Grant, students transformed themselves into a full-service marketing agency and created two campus-wide campaigns: one in the fall semester and one in the spring semester. This semester-long project involved creating a concept along with implementing a large-scale, promotional event that showcases the marketing strategy, researching, advertising, public relations, and event logistics skills that they acquired in the program.



Cadiluxe : Levels to Excellence

Story By: Cadiluxe PR Department

It was only a few weeks before Howard University's much-anticipated homecoming. With a small budget of \$3,000, marketing students accepted the challenge of throwing an event on campus aimed at improving Cadillac's perception among younger prospective buyers. Students worked under intense pressure in order to meet deadlines and fulfill their vision of luxury and excellence.

The class transformed into a full-service marketing firm as students were divided into different functions such as advertising, research, public relations and event implementation. Using research to determine the best approach, the main goal of this semester's event, dubbed "Cadiluxe," was to create a buzz and raise awareness about two Cadillac vehicles, the ATS and the CTS-V. The team was also tasked with engaging Howard University students by giving them a fun and interactive experience with the brand.

The 90-minute Cadiluxe event kicked off Thursday, October 24 at 3:40 p.m. It was promoted through social media and advertising outlets. Cadiluxe brought luxury, food, games and scores of information about the Cadillac brand to the School of Business patio. Students even had the opportunity to win homecoming tickets. The event was well received by both students and faculty alike, by introducing students and visitors to the newer styles of the brand. Cadiluxe's pre-event, "The Showcase" created a buzz for the main event during a week that brought a high volume of traffic on campus.



Marketing Projects



SPRING 2014

Cadillac: Made in America

Shannon Benjamin
SyMara Cole
Pierre Despres
Jasmine Edwards
Brooke Hawthorne
Kristin Hutchinson
Jacoby Junious
Ciara Neeley
Ariel Powell
Tyana Rolle
ShaDale Totten

Cadillac: Made in America

Story By: Cadillac: Made in America PR Department

For 112 years, Cadillac has been made on U.S. soil. Spring marketing students chose to use a patriotic message as the theme for its campaign. On April 16, 2014, Dr. Ferguson's Marketing Communications class hosted a festival on campus to showcase two of Cadillac's premier vehicles, the ATS Coup and Escalade. The event, themed "Cadillac: Made in America," brought focus to the quality and unique offerings of American-made products and fueled the case for supporting companies that manufacture in the United States. Students developed this plan after discovering, through their research, that 45 percent of consumers prefer to buy products made in this country.

In keeping with the patriotic theme, the demo cars on display were red and white. The backdrop of Bison blue completed the nod to the American flag. Nearly 200 students—potential consumers—attended the event to get a peek at the new rides. Participants had the opportunity to learn more about the Cadillac line and discover the intricate construction and lush interiors of the vehicles. Festival attendees enjoyed music by DJ Stunna, refreshments and the opportunity to win premium prizes. Top prizes: a camera, a tablet and live art were awarded to festival-goers who correctly answered Cadillac history questions.

The School of Business hosts and hostesses, easily identified by their sunflower headbands and red white and blue bandanas, prepared tirelessly all semester for this second annual event. Their main objective was to expose more students to the Cadillac brand and show participants a good time while they learned more about the new line of cars. The event was promoted primarily through the social media site, Instagram, fliers and old-fashioned word of mouth. According to Jasmine Edwards, a senior marketing major who worked on the planning team, "The event was a success. It was a win for Cadillac. We learned more about how to promote an event and the feedback we've gotten so far is that participants had a pretty great time."



Marketing

Marketing Chair Retires After Four Decades: Pravat Choudhury, PhD

Almost 40 years ago, in August 1974 Pravat Choudhury, PhD began working in an old building on Sherman Avenue in Northwest where a parking lot now sits. That remodeled, two-story warehouse housed a large library, offices and classrooms where about 35 faculty members taught some of the first School of Business students. Choudhury taught marketing and in 1979 became chair of the department.

Now, after four decades, Choudhury is retiring.

"I enjoy my job," he said. "But right now, I think it's time for me to step out so the young folks can do their thing. I'm 73 years old. It's no good for me to hold on to the position. With new blood coming in, it will be a

new kind of era and new thinking."

Barron H. Harvey, PhD, the School's dean, said the entire Howard University School of Business family benefitted from Choudhury's contributions. "Marketing students who came through the School of Business in the past four decades were fortunate to be exposed to Dr. Choudhury. Many of the initiatives that our Marketing Department is known for can be traced back to Dr. Choudhury's work as a professor and department chair. He has encouraged an atmosphere of innovative thinking that we all admire."

Choudhury's role as department chair will be filled by a professor who credits him with her success, Yuvay Meyers Ferguson, PhD, a School of Business alum who has taught marketing for the past six years.

"Dr. Choudhury is a great leader! He knows so much about the department and makes the administrative process look seamless," Ferguson said. "His main strength is his ability to make people feel comfortable. He is both friendly and engaging."

Under his leadership, Ferguson said, the department boasts "a pristinely-educated and highly-published faculty with doctoral degrees from some of the best research universities in the country. Additionally, Dr.

Choudhury has cultivated a top-notch advisory board for the department, with CEOs and other executives from companies such as Under Armour, Broughton Construction, AT&T, and Phillip 66."

Choudhury, the most senior member of the School's faculty, said that the School of Business earned its accreditation early in his tenure. He has seen the School transform to remain in a leadership position among business schools.

"Now in the 21st century everything is about globalization. With the internet and satellite data transmission, we are truly one world. All of the walls are broken down. When you are sleeping the rest of the world is doing business with you. When you awaken, you can respond and work while they sleep. It's a magical world."

To create global business leaders, students in the School travel abroad far more often than in his early years, Choudhury said. "Students are now taking assignments in Africa, Brazil or China or going to class in Australia, France or Japan," Choudhury said.



Department of Marketing Summit and Scholarship Dinner

Students networked, learned and celebrated at the Department of Marketing's 2nd Annual Marketing Conference and its first Scholarship Awards Dinner March 28, 2014. First, students soaked up advice from marketing pros during the daylong Marketing Summit. Then company representatives, members of the department's board of advisors, and sponsors joined students for a dinner that raised money for scholarships. "The event was a huge success and we raised thousands of dollars for our scholarship fund" according to department Chairman, Pravat K. Choudhury, PhD.

During the Marketing Summit, students heard from panelists who work in a wide range of fields. Students had the opportunity to engage directly with professionals to learn more about potential career paths. "I learned so much. I'm so glad that the school supports activities like this," one student commented after the Pharmaceutical and Financial Services panel where she was particularly interested in careers in pharmaceutical sales.

Hosted by Kimberly Strong (HU'88) who is currently the vice president of diversity

and inclusion for Target Corporation, the networking reception and scholarship dinner that followed the summit allowed students to interact directly with the panelists and corporate sponsors present for the day's events. Two scholarships were awarded from a newly-developed Department of Marketing Scholarship Fund. Richard Pollard, a sophomore marketing major and Evelyn Cooke, a junior marketing major, both won department scholarships by submitting winning marketing plans for a real-life business case provided by The TJX Corporation.

The summit and scholarship dinner came to life through the support of alumni and friends of the department, along with the hard work of several student volunteers. First conceived by Ernest Talbert (HUMBA '09), this year's summit was coordinated by Jennifer Peagler (HUMBA '14), Shelby Edmond (HUMBA '14), and William Donovan (HUMBA '14). The addition of a scholarship dinner was led by alumni and Department of Marketing Advisory Board member, Jonathan Savoy (HU'88). Currently working as the assistant vice president of



merchandise planning for the Marshalls Kids Division, Savoy was able to secure the support of his company, TJX, to make the scholarship dinner a reality. Student Coordinators, Erika Fletcher (HUMBA '15) and Taelor Mason (HU '14), worked with Savoy and his team to coordinate the evening's events. "The whole day was wonderful. We look forward to making this an annual activity for the department," said Yuvay Meyers Ferguson, PhD. During the dinner, it was also announced that effective academic year 2014-15, Ferguson will become the chair of the Department of Marketing.





In March, Facebook Chief Operating Officer Sheryl Sandberg, author of the bestseller, *Lean In: Women, Work, and the Will to Lead*, chose the Howard University School of Business to launch her new “Lean In” initiative for women. Her visit made headlines nationwide.

The Washington Post

A year after ‘Lean In,’ these are Sheryl Sandberg’s truest believers

MARCH 7, 2014

When Jasmine McElroy enters Room 200 at Howard University’s School of Business on a recent

Friday night, she starts to sit in the second row, behind a semicircle of about 10 classmates already deep in conversation. But then Lean In campus coordinator Alysha McFall motions for her to take a seat within, not behind, the group.

You can almost hear Sheryl Sandberg: Sit at the table!

JEWISH BUSINESS NEWS

Sheryl Sandberg Launches Her ‘Lean in’ Campus Initiative

OCTOBER 20, 2013

It was no coincidence that Sandberg chose Howard University in Washington, D.C. to announce details of her new initiative in a campus known to be favored by female students of African American origin.

Sheryl Sandberg took to the podium last week in Washington,

D.C.’s Howard University to discuss the launch of her LeanIn.org web site’s campus initiative at a lecture held at the University’s School of Business. The decision by Ms. Sandberg to address the issue of women in the workplace, subject of her best selling publication “Lean In: Women, Work, and the Will to Lead,” has to be regarded as a brave one, particularly as Ms. Sandberg has tended to shy clear of discussing the particular challenges facing “women of color” in the world of business.



Haiti-Politic: President Martelly cheered at Howard University

FEBRUARY 7, 2014

As part of his official visit to the United States on the eve of his meeting at the White House with President Barack Obama, President Michel Martelly was received Wednesday at Howard University (Washington) where he took the floor before Wayne Frederick, M.D., president of the University, members of the administration of the institution and faculty, as well as hundreds of students, intellectuals of the most prestigious African American university.



Haitian President Speaks at Howard U. on Country’s Education and Recovery

FEBRUARY 7, 2014

Haitian President Michel Joseph Martelly emphasized the importance of learning to a crowd of faculty, students, and other attendees

at Howard University on Feb. 5, saying that “education frees us of ignorance and servitude.”

Martelly and his wife, Sophia Martelly, visited Howard’s School

of Business to talk about education and the positive changes Haiti has experienced following a catastrophic 2010 earthquake.

IN THE NEWS

Washington, DC 2014



Carla Hall of 'The Chew' is all for comfort

"The Chew" host jokes she's a "recovering caterer" after a Delaware party

APRIL 16, 2014

A Rehoboth Beach party involving labor-intensive spinach pastries and a bartender's bald, bloody head almost made Carla Hall rethink her culinary career.

Long before she was a contestant on Bravo's popular "Top Chef" TV competition series, and well before she became a co-host of the ABC talk show "The Chew," Hall was a caterer based in Washington, D.C.

After earning an accounting degree from Howard University and working as a CPA, she traveled through Europe as a fashion model. Inspired by the food she sampled along the way, Hall changed careers again and enrolled in L'Academie de Cuisine in Gaithersburg, Md. She later worked as a chef at several hotels and a private club.

foreign students and faculties is a part of their project working with companies of various countries.

These foreign students have taken up project work with Getit Informatia and Rotomotive in India. Students will present their projects during their visit to IFIM B-School. Barron H. Harvey, dean of HUSB; Sanjay Padode, secretary of the Center for Developmental Educational Society of IFIM B-School and Narasimha Murthy, dean of Research and International Relations of IFIM B-school will be present on this occasion.

of meetings and activities for alums and potential students.

Dr. Frederick visited AIM educational services on Friday, April 25, 2014 and met with Nicole McLaren-Campbell, director, toured their offices and discussed the importance of college and graduate school placements for Jamaicans and how Howard University can continue to grow their relationship with AIM as well as be a school of choice for college-ready Jamaican students.



Howard University students delivered a research seminar

DECEMBER 23, 2013

Howard University students from the United States of America, who were on visit to Sohar University, delivered a seminar on the impact of Shale Gas on the petroleum industries in the Middle East. Two groups of students pursuing MBA and undergraduate degrees in Business presented their findings in this regard.

In their study entitled "The Rise of Shale Gas and the Impact of United States Production on the Global Market", the HU-MBAs offered a consultancy to Taghleef Industry in Oman. Within the scope of their work, they addressed a number of issues surrounding the possibility of the US becoming a net exporter of shale gas by 2020 and the affect that it could have on Taghleef industries.

Asian American Press
"Community Within Diversity"

China awards scholarships to Black students

NOVEMBER 21, 2013

In a historic move on Wednesday, Nov. 20, 2013, China's highest-ranking education leader, Vice Premier Madam Liu Yandong, announced the award of 400 two-week scholarships over four years to students in districts of the Congressional Black Caucus (CBC), to study in China.

Earlier this year, a delegation of CBC members traveled to China and met with Vice Premier Liu, as did educators from eight HBCUs, as participants in the HBCU Leadership Visit to China delegation. Those universities were: Howard University, Hampton University, Spelman College, Morgan State University, Xavier University of Louisiana, Tougaloo College, Bowie State University, and Delaware State University.



Howard University students will present their project reports in Bangalore

DECEMBER 17, 2013

A team of students and teaching faculties from Howard University School of Business (HUSB) will be visiting IFIM Business school in Bangalore on December 19. The visit to city of these



Howard Comes to Jamaica

APRIL 27, 2014

The president of Howard University, Wayne A. I. Frederick, along with Barron H. Harvey, dean of its School of Business; and LaTrice A Byam, director of admissions and university registrar are in Jamaica on a week-long visit. The trip is intended to strengthen Howard's relationship with Jamaica and features a mix

FINANCE



The Challenge of Trading: Students Vie for Cash Prizes

By Sandip Mukherji, PhD, CFA
Director, Center for Financial Services

First-time participant Bria Clark ran away with the top award in the Spring 2014 Trading Challenge. The senior finance major said she eagerly competed because she wanted to take full advantage of an excellent learning opportunity.

Three seniors placed in the top five in both of this year's competitions: the fall-semester winner Siafa Sherman, a finance major; Elijah Hogan, finance major; and Lisa Lockman, an accounting major.

Over the past eight years, students have participated in the Trading Challenge that is conducted each semester, using a real-time stock simulation through a dedicated website from Stocktrak. The contest is open to all School of Business students and integrated into a number of courses, which provide credit based on performance and written reports. The top five students win scholarship awards ranging from \$400 to \$600. To enable students to gain experience of trading large positions—including spot currencies and commodities, and high-priced stocks, which require large outlays—initial account balances are set at \$500,000, and the position limit is \$100,000. Cash balances earn 3 percent interest, and borrowings with 50 percent margin are charged 8 percent interest.

Clark said she dedicated at least three hours a week to the competition. Fittingly, her most profitable trade in going for the “gold” was a long gold option contract, which proved golden for her. She said she loved competing against peers while learning.

Some students regularly participate in the Trading Challenge each semester, honing

their skills until they break into the elite group of award winners. Several of them have demonstrated that they are not just trading blind but have a pretty good idea of what they are doing.

The challenge allows students to pick from a range of menu choices depending on their risk appetites. They can play it safe with a salad of bland bonds and mutual funds, spice up their portfolios with stocks and exchange-traded funds, and sweeten them with options, spot currencies and commodities. Many students stick to balanced healthy meals of bonds, mutual funds, and stocks of familiar companies, aiming only for a positive return. Some students, however, pick the tastiest items on the menu, aggressively piling on large helpings of options, spots, and high-flying stocks. Those who don't watch their diets often discover that too much spice can cause indigestion and an overdose of sweets can punish them with just desserts.

Although freshmen and sophomores take almost all their classes outside the School of Business, some of them have been enterprising enough to discover and participate in the Trading Challenge, and a few have even placed in the top five, although most award-winners are seniors or juniors. Graduate students usually snag one or two awards, but last fall undergraduates bagged all the five awards. Since the challenge is used in several finance courses, and finance majors are most



familiar with the securities that can be traded, the majority of winners are finance majors, but other majors do give them a run for their money. Among the 10 students who won awards during this academic year were two majors in marketing, one in accounting, and one in management.

Students who participate in the contest come to realize that trading is challenging, but with diligent research, perfected practices and dogged discipline, they can be up to the challenge and reap rewards. Regardless of whether they win awards, participants become more knowledgeable about financial markets, increase their familiarity with different types of investments, and learn a bit about their own risk appetites. When the time comes to put some of their hard-earned money to work, in the long and laborious process of accumulating a large enough nest-egg for a comfortable retirement, they will know what to do and how to do it.



Wall Street Comes to Sixth Street

By Sandip Mukherji, PhD, CFA
Director, Center for Financial Services

On the second day of spring, the eighth annual Wall Street on Campus conference featured several firsts. The School of Business welcomed Alliance-Bernstein, SunTrust Robinson Humphrey and Wells Fargo as first-time participants, joining conference regulars Bank of America and JP Morgan. Also, for the first time, all of the speakers were African American, while one (Brian Morgan) was an alum, and two were female.

The widely-anticipated, daylong financial strategy education conference had 143 students registered from seven area universities: American, Bowie State, George Washington, Howard, University of Maryland, the University of the District of Columbia and Virginia Commonwealth University. Seven Howard faculty members also participated. Following the very detailed presentations, speakers answered student questions.

The School of Business' Center for Financial Services organizes this annual event to expose students to practical knowledge and insights on financial strategies from leading professional experts, and to provide them with information about careers in financial services, said Dean Barron H. Harvey, PhD, CPA as he welcomed guests.

The first session featured director and senior economist from Wells Fargo, Anika R. Khan, who harnessed the power of her analytical crystal ball to conjure up perceptive forecasts of the economic and market outlook for the coming year. Next, Travis A. Allen, vice president and senior portfolio manager at AllianceBernstein, presented an insightful and illuminating analysis of investor decisions and the effective use of alternative investments. The pre-lunch session concluded with the keynote Brown Capital Management executive lecture by John M. Bonhomme, executive director, Corporate & Investment Bank, JP Morgan. Bonhomme delivered an extremely informative, motivating, and entertaining speech which fully engaged the audience, often drawing laughter and applause.

After three sessions with healthy servings of nutritious food for thought, participants took a one-hour lunch break. Fortified with physical nourishment, they returned hungry for more mental enrichment. In the first post-lunch session, Brian J. Morgan, director of financial risk management at SunTrust Robinson Humphrey, made an extremely knowl-

edgeable and interesting presentation on Currency and Derivatives Trading Strategies. The event concluded with a timely talk and useful advice about Financial Services and the U.S. Housing Market by Jametta E. Jenkins, senior vice president and treasury relationship management executive at Bank of America.

Students were highly appreciative of the wealth of knowledge gained during the event, which could be leveraged to put them on the path towards accumulating real wealth. While the speakers wowed the student audience, the students also impressed the speakers with thoughtful and penetrating and questions, which clearly demonstrated that they had done their homework. The speakers provided very positive feedback about the conference. John Bonhomme told organizers he considered Wall Street on Campus an excellent event. Travis Allen said it was great to see such enthusiasm and excitement around careers in finance. Jametta Jenkins wished that she'd had an opportunity to attend such an event when she was a college student.



ACCOUNTING

More than 2,100 Served in Center for Accounting Education's 10 Years

What began a decade ago as the brain-child of Frank Ross, a retired KPMG managing partner, has flourished into one of the premier leadership programs in the nation. Under Ross' direction, the Howard University School of Business' Center for Accounting Education (CAE) has served more than 2,100 young accounting professionals and become a leading national resource center for the industry.

CAE conducts and publishes academic research into the challenges of attracting, advancing and retaining African Americans in accounting and uses these findings to develop meaningful, effective programs to help the profession achieve its diversity goals.

The latest such research endeavor is known as The Pipeline Study, officially titled "Attracting Underrepresented Minorities to the Accounting Profession: Insights into Diversifying the Talent Pipeline," to be published in the June/July 2014 issue of the Journal of Accountancy.



An excerpt of the study is below:

"Despite decades of intensive efforts, the accounting profession has not reached its diversity goals. One reason is the misperceptions about accounting as a career. Studies suggest that young people, including underrepresented minorities (URMs), hold the profession in relatively low regard, do not understand what accountants do, and do not appreciate the career opportunities the profession offers. It turns out that this lack of esteem is widely shared by parents and educators, the two groups with the biggest influence on young people's academic and career choices.

Improving the quality of accounting curricula and expanding internship and scholarship opportunities are essential elements in creating a new and meaningful perception of the accounting profession."





Position Papers/Research Studies

Following is a list of position papers and research studies generated by CAE over the past 10 years.

- The Symposium on Upward Mobility and Retention of African Americans within the Accounting Profession: Insights
- The Success Model
- Staying the Course on Diversity
- The Professional Experiences of African-American Accountants
- Barriers African Americans Face in Passing the CPA Exam
- Promotion & Retention of African Americans in the 21st Century
- NABA Membership Survey
- Pipeline Study

Programs in the Center for Accounting Education

We're About Success!

The Center's flagship program, "We're About Success!" also celebrates its 10th anniversary this year. It was the first leadership skills development program developed by CAE in 2004 and launched in June 2005. Because of the unique challenges young African Americans face when entering the accounting profession, this program offers sessions that will prepare them to successfully confront the rigors of the industry. Sessions offered include *Getting Off to the Right Start*, *Building Alliances and Support*, and *Improving Engagement Performance*. CAE recognizes that the Certified Public Accountant (CPA) designation represents the pinnacle of the accounting profession. Therefore, throughout the week, participants are encouraged and tutored through formal and informal sessions to pass the exam within three years.

One-Day College Program

CAE targets college students through the one-day college programs which are hosted in the District of Columbia, Philadelphia, Brooklyn and Houston. Sessions provided include *How Do You Stand Out*, *The Concept of Covering*, and *Discovering Your Leadership Style*. An important segment of the one-day college program is the luncheon panel which gives participants direct access to industry professionals with various experience levels who will provide candid responses to their questions.

Participating universities include

- Howard University
- George Washington University
- George Mason University
- University of Maryland
- Towson University
- Virginia Tech
- Drexel University
- Temple University
- Penn State University
- Lincoln University
- Long Island University—Brooklyn
- Westchester
- City University of New York
- Texas Southern University
- University of Texas
- Prairie View A&M University and others.

Accounting Scholars Development Program (ASDP)

This Program encourages community college students to continue their accounting studies at a four-year institution. Funded by the American Institute of CPAs, this one-week residential program hosts students from across the nation at Howard University as well as at the University of Denver.

Aspiring Leaders Development Institute (ALDI)

Held in conjunction with the Annual National Association of Black Accountants Conference, this two-day program is geared toward the African-American manager. Its goal is to sharpen leadership skills and prepare participants for success as leaders in high-powered corporate environments. More than 100 individuals with four to seven years of work experience and up to two years of management experience are invited to participate.

CAE provides effective, results-driven programs, industry-wide collaboration, action-oriented and focused research. We offer a program for every career step – from attracting African-American students into the profession to developing future African-American leaders.

Profession-wide collaboration is accomplished through our constant exchange of ideas from international, regional, minority-owned accounting firms; state societies, AICPA and NABA working together – most of whom are CAE stakeholders. With financial support from this group of stakeholders, CAE has been able to launch leadership programs, seminars, and research studies. Each of these initiatives is designed to increase the number of African Americans successfully advancing through the ranks of the accounting profession.

For more information about the Center for Accounting Education, please contact:

Frank Ross, Director
f_ross@howard.edu

Pat Kellibrew, Program Coordinator
pkellibrew@howard.edu

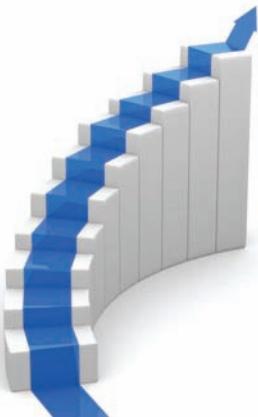
Students Take Advantage of the Many Opportunities to Study Outside of the Classroom and the Country

How do you nurture global leaders? You provide global opportunities.

In the School of Business there is a strong emphasis on international exposure in this economy that increasingly relies on experience gained throughout the world. In the past five years, the number of School of Business students who have participated in University Exchange Programs has almost doubled. This year, 17 students studied in Costa Rica, London, Spain, Brazil, China, Australia, and Marseilles, France.

Pictured on this issue's cover is Ariel Johnson who spent her spring semester in Australia, attending the University of Technology in Sydney. Pictured on this page are some of our other exchange students, soaking in the culture of their host countries.





18th Annual MBA Exclusive Conference Features “Stairway to Success” Theme



Mr. Frank Savage, CEO of Savage Holdings LLC, and Chairman Emeritus, Howard University, Board of Trustees at 18th Annual MBA Exclusive Conference.

(photo credit: Ayodele Bakare)



Former Ambassador George Moose at 18th Annual MBA Exclusive Conference.

(photo credit: Ayodele Bakare)

The Howard University MBA Program hosted its 18th Annual MBA Exclusive conference in partnership with Logistics Management Institute (LMI), a not-for-profit corporation specializing in management consulting, research, and analysis to governments and other non-profit organizations, at the Renaissance Hotel in Washington, D.C. The conference attracted over 100 MBA candidates from across the country and metropolitan area, including teams from University of Washington in St. Louis, Johns Hopkins University, Syracuse University, and University of Virginia who competed in the 9th Annual Minority Case Competition sponsored by LMI.

This year's theme "Stairway to Success" focused on recognizing and unlocking the skills that will help MBA candidates maximize their influence and effectiveness as future business leaders in the global marketplace.

During the two-day conference held last fall on October 18 and 19, students and invited corporate guests were treated to keynote addresses by Frank Savage, chief executive officer of Savage Holdings LLC and chairman emeritus of the Howard University Board of Trustees; and Ambassador George Moose, who previously served as Assistant Secretary of State for African Affairs as well as ambassador to the Republic of Benin and the Republic of Senegal. Each speaker mentioned the importance of making a relevant and significant impact not only in business, but also within the African-American community. They stressed the importance of giving back and being willing to share knowledge and experiences with others.



Friday's kickoff included the Bison Breakfast featuring David B. Rich, Founder of B. Rich International, and a workshop on "Preparing to Enter the Corporate World" hosted by The Boeing Company that provided networking and leadership strategies for corporate growth. The afternoon concluded with a career fair with a dozen corporate sponsors including recruiters from Chase, Chik-fil-A, Eaton, Home Depot, Nationwide, Volkswagen, United Technologies, and Life Technologies.

On Saturday, October 19, guests attended a panel on entrepreneurship which featured emerging business leaders Clinton Townsend, founder & CEO of FreeATM, Inc. and Katrina McDow, founder & CEO of Naomi's Rose, who spoke about the challenges and benefits of starting their own company, particularly as minorities. In addition, attendees enjoyed preliminary and final rounds for the case competition at which the University of the District of Columbia was awarded first place. The MBA Exclusive Conference is held every year in October. The 2014 MBA Exclusive will feature Carla Harris, managing director at Morgan Stanley/Global Capital Markets.

MBA Candidates Place Third in 2013 Interactive Launch Competition

A business model and marketing campaign helped MBA candidates snag third place in the Third Annual Interactive Launch competition in New York November 20, 2013. The entry consisted of a plan for the software solutions company Viaccess-Orca's consumer-driven television viewing platform.

Tinashe Batia, Eric Beard, Jennifer Peagler and Shauntasia Smith formed the Howard MBA case team, which came in behind New York and Harvard universities. Led by Beard, they bested Columbia University and Massachusetts Institute of Technology. The Howard team received a cash prize of \$500. School of Business professors Yuvay Meyers, PhD and Allison Morgan, PhD served as faculty advisors on the case.

The student teams presented their ideas to a panel of cable-industry judges consisting of Rick Mandler, vice president of new media sales, ABC Television Networks; Nomi Bergman, president, Bright House Networks; Craig Moffett, senior research analyst, MoffettNathanson Research; Peter Stern, executive vice president, chief strategy, people & corporate development officer, Time Warner Cable; and Mark Hess, senior vice president of business and industry affairs, Comcast.

The competition was hosted by Craig Leddy, president and senior market analyst for Interactive TV Works, and sponsored by the Cable & Telecommunications Association for Marketing and Horowitz Associates.

2014-2015 Student Council Promises to “ReActivate”

To reactivate means to bring back into action.

The newly-elected School of Business Student Council plans to do just that by organizing programs that energize and encourage student participation. Lead by President Dominick Savage, Vice President Kyle Nichols, Secretary Lauren Owen, and Treasurer Ashley Carty, ReActivate’s platform focuses on four pillars: Advocacy, Outreach, Wellness, and Opportunity.

The team, which uses the theme “ReActivate,” encourages increased interaction between students and administration with the creation of student lead advisory teams and a structured grievance committee. A college-wide mentorship project is planned to promote higher education in the surrounding high schools which have low graduation rates.

The Student Council leadership supports emotional, physical, and financial wellness to ensure student success. To that end, students will have access to talks by counselors from the Office of Student Health, new physical activity programs such as yoga and running clubs, and seminars on becoming financially independent. Members of student leadership also plan to tap the School of Business’ presti-



gious alumni base so that current students can foster relationships with graduates.

ReActivate’s goal is to see the student body actively engaged and participating in all facets of the School of Business so that everyone can grow and develop into successful students and citizens.

The 2013-2014 Student Council Wins University-wide Awards

The hallmark of the 2013-2014 Student Council, dubbed VITALITY, was their close relationship with the School’s administration. By utilizing online surveys and electronic town hall meetings, social media and group chats, the outgoing leaders not only engaged students but fostered positive relationships with faculty and administration.

The council implemented large study sessions for core courses, including one accounting session taught by Dean Barron H. Harvey, PhD, CPA. The council members’ efforts increased attendance and student preparation at recruiting events hosted by the Center for Professional Development.

When students had concerns about getting textbooks for class, council members organ-

ized a two-day book exchange where students, university-wide, could exchange and sell textbooks.

At the end of the school year, Vitality School of Business Student Council was named the University’s Council of the Year at the 2014 Excellence Awards and also received the coveted Organization of the Year award.

Adjunct Spotlight | III |

The Funny Professor: Rayshad A. Holmes, PhD

Most people don’t consider organizational behavior courses a laughing matter. Rayshad A. Holmes, an adjunct professor who teaches three courses, uses humor to keep his students engaged.

“I blend comedy, context, contemporary events and course content into a powerful mixture of active learning,” Holmes said.

He is currently director of the Division of Workforce Development at the U.S. Department of Health and Human Services, where he reduced staff turnover from 68 percent to 14 percent by improving orientation, training, professional development and management coaching.

Holmes came to HUSB in 2009 after connecting with the School’s dean, Barron H. Harvey, PhD, CPA.



“I took a keen interest in Howard because the school provided a space for me to have meaningful impact.”



DC SMALL BUSINESS DEVELOPMENT CENTER



Small Business Development Center Retains Full Accreditation

This academic year focused on accreditation throughout the School as the DC Small Business Development Center successfully completed its review. In September 2013 the DC SBDC was approved for full accreditation without conditions and was awarded its accreditation formally at the Annual

Conference of the Association of Small Business Development Centers.

Federal statute requires that the DC SBDC be reviewed and accredited every four years. The DC SBDC is affiliated with the School of Business and Howard University is the only Historically Black

College and University to serve as the host grantee for the U.S. Small Business Administration's (SBA) Small Business Development Center program. Howard joined the SBDC national program in 1978. The Executive Director, Darrell A. Brown, is a 1990 graduate of Howard's School of Law.

Turner Construction Continues to Build Knowledge Via the DC SBDC

After a highly successful first effort, Turner Construction renewed its program at the DC Small Business Development Center. In 2013, DC SBDC partnered with Turner Construction Company, the nation's largest construction firm, to offer the Turner School of Construction Management (TSCM). The eight-week course was a

resounding success and culminated with the second-largest graduating class—101 students—in Turner Construction's history and the largest graduating class anywhere in the country in more than 30 years. This lead to a continued partnership, with TSCM being offered again in early 2014. The latest group will graduate May 14, 2014. The course-

work, designed for small contracting companies owned by minorities and women, incorporates business planning, financing, bidding, contract management, marketing and other facets of a successful construction business. Turner launched the TSCM in 1969 and it is now offered in 30 major cities in the U.S.

About the **DCSBDC**

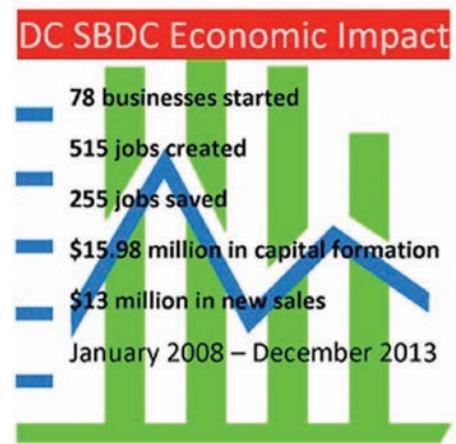
The DC SBDC provided individual consulting to 315 clients during the 2013 calendar year. It also hosted group workshops for almost 1,000 people. The DC SBDC provides free, one-on-one, confidential small business management consulting to existing small businesses and aspiring entrepreneurs. The DC SBDC also provides no cost small business management workshops.

DC SBDC consultants work with clients on:

- Business plans and marketing plans
- Government procurement
- Accessing capital
- Licensing and permitting
- Cash flow management
- Human resource issues including hiring

- Becoming minority- and woman-owned business certified, and
- Regulatory compliance.

Clients range from college students seeking to start small retail or online businesses to companies with millions of dollars in sales. The DC SBDC delivers its consulting services through two full-time service centers, one in the GADGET Center on Georgia Avenue N.W. a few blocks north of the School of Business and the other at the offices of the Anacostia Economic Development Center in the Anacostia neighborhood of Southeast, D.C. DC SBDC is eager to integrate its services across the University and welcomes students. Anyone who is serious about self-employment should



strongly consider visiting a DC SBDC business consultant.

Find more information at
www.dcsbdc.org.



SUPPLY CHAIN MANAGEMENT

HUSB Accesses SAP University Alliance



School of Business students will have access to cutting-edge software through a new partnership with SAP. The SAP University Alliance will work with the departments of Information Systems, led by chair Rajni Goel, PhD, (pictured, left) and Supply Chain Management, led by director Jim Haddow, (pictured, right). SAP's CEO, Bill McDermott (center) spoke to students as part of the School's Executive Leadership Series.



SAP CEO Bill McDermott signs his first-ever university agreement. School of Business Dean Barron H. Harvey, PhD, CPA (right) joins him.

Alumni Association Hosts Homecoming Launch Party

By Brandon Bailey, 2014 MBA Candidate
Center for Excellence in Supply Chain Management Graduate Assistant

As always, Howard's famed Homecoming offered alumni many opportunities to strengthen their connection the University and the School of Business. This past Homecoming served as the perfect backdrop to launch the Supply Chain Management Alumni Association. Many

recent graduates of the Supply Chain Management program, who are now excelling in their careers, joined several prospective Spring 2014 graduates at the event.

The goal of the SCM Alumni Association is to assist graduates in the field as they build and strengthen relationships with one

another even after leaving the Mecca. The association plans to provide regular updates on Howard Supply Chain graduates and their accomplishments, as well as updated information on new innovations within the various supply chain concentrations.

21CAP: Boeing Team Takes Off with Another Victory

For the second consecutive year, the student team sponsored by The Boeing Co. walked away with Team of the Year accolades.

In April, the 21st Century Advantage Program (21CAP) celebrated 20 years as the premiere retention program during the Annual Parent Weekend event. During these two days, parents and corporate sponsors saw firsthand, the types of activities and skillsets students and corporate-sponsored teams have spent their time honing. The

Team of the Year Award is given to the team that earns the most points from having the highest overall GPA, the most impressive presentations, and best attendance and grades in Business Orientation class. For fall 2013, the Boeing team, led by TauVaughn Toney, stood out in all categories and had perfect attendance. Boeing has committed to contributing \$28,000 to the School of Business to further develop students academically and professionally.



Ingersoll Rand and HUSB: Building a Stronger Partnership

HUSB Students and 21Cap Featured in Ingersoll Rand Newsletter

Inger Who?

That's what former MBA student Shantel McClendon wrote in the Ingersoll Rand's 2013 fourth quarter magazine for its leadership program.

That, she said, would have been her reply if you asked her about multibillion dollar Ingersoll Rand before she entered the program at the Howard University School of Business. When the CEO spoke at the school's Executive Lecture Series, it was McClendon first introduction to the company that owns Trane, American Standard and Thermo King. Next, she interviewed with Ingersoll Rand's human resources manager on campus. "My journey with Ingersoll Rand started there," McClendon wrote.

In the summer of 2012, she interned at the company's Cincinnati Steelcraft Plant where she worked with security technologies and created training models for operations, engineering and quality to improve the process for new hires. Then, she landed a spot in the company's coveted

The image shows two pages from the Ingersoll Rand newsletter. The left page is titled 'ACCELERATED DEVELOPMENTS' and features a large photo of a factory floor with workers. The right page is titled 'INGERSOLL RAND & HOWARD UNIVERSITY PARTNERSHIP 2.0' and features a photo of a group of people. Both pages contain text and smaller photos related to the partnership between Ingersoll Rand and Howard University.

Accelerated Development Program, ADP. "It's hard to believe that I wouldn't be here if I didn't attend that Executive Lecture Series or if Ingersoll Rand didn't come on campus at all," McClendon wrote. "Luckily they did and I'm having an amazing experience as an ADP!"

continued on page 24

Ingersoll Rand Participates in Career Fair and Adopts Team “HUE”

Simply showing up for a job fair wasn't the plan for recruiters from Ingersoll Rand. HUSB alum Shantel McClendon joined a team that lead an evening information session, kicked off their team sponsorship and welcomed a Global Vice President of Engineering & Technology Leandre Adifon. McClendon wrote about the experience in an Ingersoll Rand magazine.

“Leandre was more than excited to be in the presence of the Howard University students at the Information Session,” McClendon wrote. “He explained to the students that he wanted to visit the campus for quite some time and jumped at the chance when asked, even though he had just returned from Brazil the week before and was preparing to go to China next. After he gave the students a detailed overview of the company and I discussed our early talent programs, Leandre stayed and answered every question. His engagement with the students made them even more excited about the company and played a major part in the flock of students who visited our table at the career fair the following week.”



The Ingersoll Rand recruiters had more students visit their table than in year's past. A highlight of the visit was the adoption ceremony of the company's sponsored business team, HUE, which consists of 15 freshmen.

Alumni Spotlight

Dwight Gibson, HUSB 1996

On his company profile, it lists Dwight Gibson as “a proud graduate of Howard University.”

Throughout his successful career, Gibson continues to return to his undergraduate alma mater. During this past academic year he came with his company Ingersoll Rand, which has increased its sponsorship and recruitment in the School of Business. Gibson doesn't keep his appreciation for HUSB quiet.

“A Howard education prizes independent thinking and meaningful examination of the core issues,” he said. “A Howard University School of Business degree creates business people who challenge the status quo and leverage the interdisciplinary approach to move their organizations forward.”

In addition to the curriculum, the faculty is one of the School's best assets.

“The wonderful thing about HUSB is the intimate and personal approach,” he said. “They genuinely care about each student. You are not a number in a classroom. You are someone who matters. The professors and administrators invest in your success.”

“In my first job after graduation as an analyst with McKinsey, I was tasked with leading a team of experienced managers on solving a business issue. The classes I had taken at HU, particularly around negotiation and decision making and the experience working on projects with classmates were instrumental in helping me to be effective on this task,” Gibson said.

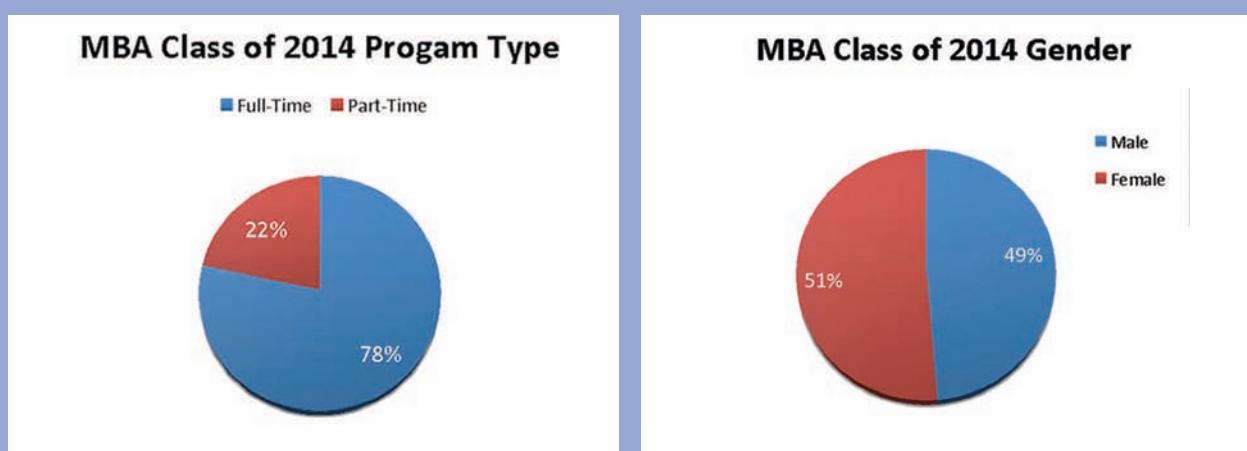
Gibson is now using his degree as Ingersoll Rand's vice president and general manager of transport solutions for Europe, the Middle East, Russia and Africa. A 1996 computer-based information systems graduate, Gibson later earned his MBA from Stanford University and his M.Sc. in international strategy and diplomacy from the London School of Economics.

His advice for 2014 graduates?

“Never stop learning,” Gibson said. “Consider your Howard degree the beginning not the end of your education. Stay in a learning mode in your jobs and careers.”



MBA Statistics



Faculty Publications

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D'Rozario, D. & Bryant, F. K. (2013, April). The Use of Dead Celebrity Images in Advertising and Marketing - Review, Ethical Recommendations and Cautions for Practitioners. *International Journal of Marketing Studies*, 5, 1-10.

Ezejiofor, G., Okafor, J., & Okoro, E. (2013). Globalization of Healthcare Services, Issues, Practices, and Challenges to the Nigerian Society. *International Journal of Research in the Academic Disciplines in Higher Education*, 1, 4-12.

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Gong, W., Stump, R. L. & Li, Z. G. (2014). Global Use and Access of Social Networking Websites: A National Culture Perspective. *Journal of Research in Interactive Marketing*, 8, 37-55.

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New Faculty Spotlight



ANTHONY J. ANDERSON, PhD

When Anthony J. Anderson presented research in New York at the Triple Crown Conference at Baruch College he saw something that caused concern.

"I was the only African American at the conference," said Anderson, who joined Howard University's School of Business faculty to teach financial accounting and managerial accounting in the MBA program. "I was the only African American presenting any research."

"Quite frankly, that should not be the case." This situation, Anderson said, underscores the dire need for HUSSB.

"I came to Howard on a mission to increase the numbers of African-American and minority contributors and participants in the think tanks in the areas of accounting and financial research and practice. It is my belief that Howard, as part of its mandate, must take the lead in developing young minds toward this end."

Anderson, a Detroit native, finished his undergraduate degree in three years at Dartmouth College. His major? English. Then, he thought he'd become a brand manager or an advertising executive. While working on his MBA at the Kellogg School of Management at Northwestern University, Anderson took his first accounting course. "This changed the trajectory of my career." The way accounting used numerical information to model the strategic plan, business activities, and performance of an enterprise fascinated him. This prompted him to change his major from marketing to accounting and finance.

"What makes my teaching style unique is my previous career experience both as a Wall Street investment professional and as an entrepreneur," he said. "I bring a dose of reality to the analytical models that I teach." He worked as a convertible bond trader and in fixed-income research after he spent 11 years operating his start-up wholesale window treatment manufacturing business: Anderson Drapery Company in Paterson, N.J.

"My goal is to prepare every student in my class to understand the relationship between accounting information and financial markets," Anderson said. "Every student must be aware that accounting reveals two very important things: one, that past financial statements reveal the strategic plan of an organization and two, the current financial statements reveal how well that plan worked. My students should be able to walk into any job situation and gather the necessary data to assess performance and recommend the next steps in the process toward optimization."

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2013–2014

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KEYNOTE SPEAKER

Arlene Isaacs-Lowe, Alum & Board Member, to Keynote



Originally a political science major, Arlene Isaacs-Lowe's math skills prompted a counselor to suggest a change in her studies. Isaacs-Lowe agreed and graduated from the Howard University School of Business with a degree in accounting. She has since earned her MBA from Fordham University, and become a certified public accountant and certified financial analyst. She now serves as senior vice president of the Commercial Group at Moody's.

Isaacs-Lowe brings decades of expertise, practical knowledge and advice for graduates as she delivers the School of Business graduation keynote address.

At Moody's she leads the business development efforts for its U.S. bank loan ratings franchise for more than \$1 trillion in outstanding bank loans. Isaacs-Lowe is responsible for the development and

execution of marketing programs and product development initiatives. Isaacs-Lowe has been at Moody's since 1998.

Dedicated to providing safe and affordable housing for low and moderate-income people, she serves as chair of the risk management committee and a member of the audit and finance and executive compensation committees of Enterprise Community Investments, Inc., one of the largest and most innovative providers of low income and affordable housing and community development financing in the country. She also mentors young accountants and encourages more women and people of color to enter the field.

In 2012, she won the Samuel B. Traum Achievement Award presented by the Nassau Chapter of the New York State Society of Certified Public Accountants. In 2011, she was named one of the Top Women in Retail and Finance by Women of Color Magazine. In 2010 she was named as one of the 25 Most Influential Black Women by The Network Journal and was honored as a Women of Distinction by The Girl Scout's Council of Greater New York.

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