

# BottomLine

Howard University School of Business

## *Infusion:*

A CULTURE OF



CREATING BUSINESS LEADERS FOR AMERICA AND THE GLOBAL COMMUNITY





H O W A R D U N I V E R S I T Y

**Developing Business Leaders for the Global Community**

The  
Princeton  
Review®

**#1** School for the Greatest Opportunities for Minority Students

**#9** MBA Programs for Most Competitive Students



Ranked Among Top 60 best Business Schools

**#9** in Job Placement Category

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# MESSAGE FROM THE DEAN

Howard University School of Business is proud to celebrate another successful year through our *BottomLine Magazine*.



This year's events inspired the theme, ***"Infusion: A Culture of Technology & Innovation."***

The inspiration stems from President Barack Obama's monumental and historical commencement speech to the 2016 graduates, where he stated, "We're no longer ...small business owners. We're CEOs, we're mayors, representatives, Presidents of the United States." Then, in the fall, we were graced with the presence of First Lady Michelle Obama, who spoke to over 200 students inside the business school auditorium offering advice on succeeding in school and beyond. The former President and First Lady ignited a culture of forward thinking that students in the School of Business

took to heart. This is especially true in the area of information systems and technology.

In November, we hosted cohorts of students from the Pretoria Gordon Institute of Business and Science (South Africa) and the Center for Finance and Economics (China) as part of our Global Trilateral MBA program. This event was a three-day conference that included presentations on the future of smart cities led by the Chief Technology Officer of the District of Columbia, Archanna Vemulapalli. A panel discussion followed that included Adie Tomer, Brookings Institute, J. Scott Kilbourn, Perkins Eastman, and Christopher Reberger, Cisco. The fall semester ended with our global study tour taking a contingent of students to India.

This spring was eventful for student's engagement in technology and innovation. We were pleased to announce that Enlightened, Inc., a Washington, D.C. information technology consulting firm, has partnered with us to create the Cybersecurity Education and Research Center (CERC). This collaboration is a huge step for the School of Business in cultivating an interest for students in securing our nations information systems infrastructure.

Both Honors and MBA students worked on big data and information systems projects through the AT Kearney Consultants Lab. Throughout the semester, these students worked on teams to create complex client solutions and present them to Fortune 500 company executives from Google, Metlife, Dupont, and Dell, among others. Also, Our Executive Lecture Series hosted CEOs from Cummins, Inc, AIG, AllianceBernstein, and KPMG.

In the midst of student achievements in the classroom, the Department of Information Systems and Supply Chain Management hosted the 3rd Annual #HUHACKS Hackathon, which gives students the opportunity to take a new or existing creative business idea, and work for 24 hours to develop a product. Students from across the campus and the metropolitan area, participated in the Hackathon, and were permitted to use any platform to develop either a mobile or web-based application to support their business idea. We are very proud of our ongoing achievement of being ranked among the nation's top full-time business school programs. The Princeton Review continues to rank our MBA program as the #1 greatest opportunity for minority students for the 13th consecutive year. Also, this year we are honored and thrilled

Infusion:  
A CULTURE OF  
**TECHNOLOGY &  
INNOVATION**

that our Undergraduate and MBA Supply Chain Management Programs were ranked in the top 25 in the country by Gartner Group. The undergraduate program was ranked 13th, and the MBA program ranks ranking 21st nationally.

Last and most importantly, one of our very own students, Greer Roberts, a senior International Business major, was selected as a 2018 Schwarzman Scholar. She is the first Howard University student ever chosen for this award, which is a Rhodes Scholarship-inspired master's degree program founded by Blackstone Chairman, CEO and co-founder Stephen A. Schwarzman. Greer was among 129 recipients of this honor out of 2,747 applicants. She will attend the Tsinghua University in Beijing, China.

Once again, this year has been very impactful to all our students, faculty, staff, and stakeholders. We strive to continue to be a leader in technology, innovation, and business in the global economy. The Howard University School of Business is a vital contributor to this country's workforce and we will continue to make a significant difference across all industries and organizations.

We thank you all for your support and look forward to more triumphs in the coming years.

Sincerely,



Barron H. Harvey, PhD, CPA



## The School of Business Center for Career Excellence Goes Digital

During the fall of 2016 the School of Business Center for Career Excellence (CCE) went digital and launched its bold new career and professional development Mobile App, HUCCENET. This innovative new tool is exclusive to the Howard School of Business and is designed to empower students and the faculty with real-time notifications on corporate information sessions, internship and career opportunities, scheduled guest speakers, corporate events, and more.

"The mobile app was designed by our CCE staff, students, and with the assistance of a team of alumni designers," according to Mr. Kim Wells, the Executive Director of Executive Education and the Center for Career Excellence. "This is the way Millennials and Gen Z students prefer to engage with their world, so it was important that we designed a "one-stop" mobile tool that would provide important career and professional development

information students could access quickly and receive in the palm of their hands."

The Howard School of Business is amongst the first career center programs in the nation to deploy a tailored mobile tool and strategy, and has received dozens of calls and inquiries from Business Schools and employers around the country interested in launching similar strategies. According to many major digital education services, mobile apps will soon be the primary engagement tool for most students in navigating and managing their college experience. Future capabilities of the CCE mobile app will include practice video interviewing modules, samples of new "gamification assessments" being implemented by many Wall Street firms and consulting companies, and additional career opportunities for Alumni, Executive MBA and MBA students.

# CYBER SECURITY CENTER

**Enlightened, Inc.  
Delivers Major  
Gift To Howard  
University's School  
of Business For  
The Cybersecurity  
Education & Research  
Center.**



**PHOTO:** Dean Barron Harvey, Antwanye Ford - President and CEO of Enlightened, President Wayne Frederick, Andre Ford, CFO Enlightened.

*Groundbreaking Center will address the employability and competitiveness of the next wave of Cybersecurity professionals in the region*

**E**nlightened, Inc. has partnered with the Howard University School of Business to create the Cybersecurity Education and Research Center (CERC). Enlightened, Inc. is an award-winning Information Technology (IT) Consulting firm, based in Washington, D.C. that helps clients solve complex business problems by leveraging technology. The company delivers end-to-end IT solutions with a focus on Cybersecurity, Management Consulting, and Software Development and Integration. Some of their clients include: U.S. Department of the Navy, U.S. Department of the Army, U.S. Office of Personnel Management, U.S. Department of Health and Human Services, U.S. Department of Veterans Affairs, District of Columbia Department of Health Care Finance,

District of Columbia Superior Courts, and Disbursement Units for the states of Ohio, Illinois, Maryland, and New York.

With continued cyber-attacks across many government and business sectors, the industry is projected to see the demand for highly trained cyber security professionals and executives increase exponentially in the Greater Washington Area and nationally. The Cybersecurity Education and Research Center at the Howard University School of Business is committed to enhancing the quality of undergraduate STEM education, specifically in the areas of Technology, Innovation, and Cyber-Security to broaden participation in the nation's IT workforce. The CERC will facilitate education and training related to the function and

significance of cyber security. To facilitate the implementation of this goal we will convene programs involving faculty and students, corporate partners, local and national government agencies, and other stakeholders on campus and externally. The primary goal of the Center is to increase the number of students and potential employees in Information Systems and Cyber Security concentrations or certifications and enhance the quality of their preparation through cyber security education and research.

"The CERC will address growing challenges Cybersecurity companies' face recruiting and hiring qualified professionals. As a native Washingtonian and longtime supporter of Howard University addressing diversity and workforce

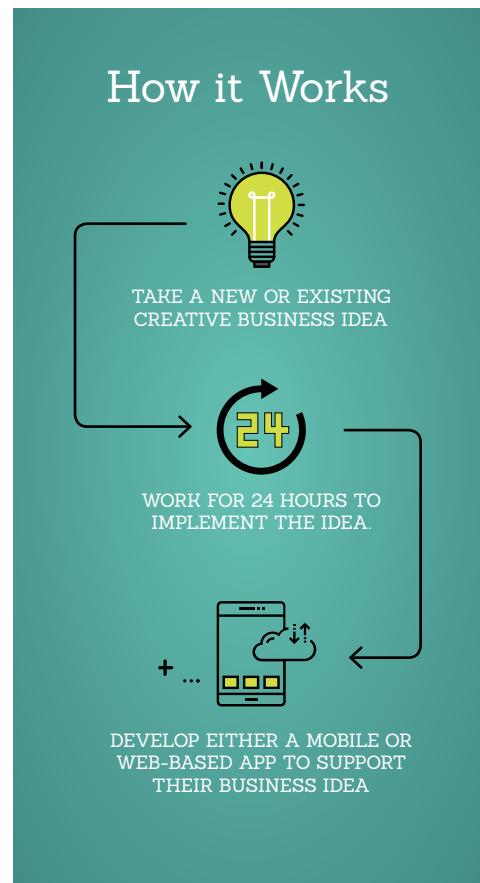
development issues is long overdue in such a lucrative industry. Being able to not only change the trajectory of current professionals in the region but also local residents is an endeavor that we at Enlightened are proud to lead", said Antwanye Ford, President and CEO of Enlightened.

The CERC will provide dynamic resources to the business community, higher education partners, and local residents as they advance their knowledge, understanding, and competitiveness in the Cybersecurity Industry. "The Howard University School of Business thanks Enlightened, Inc. for their generous donation to the CERC. Their support for this center provides unique and innovative programming for our students as they enhance their skill sets, competencies, and broaden their interest in the Information Systems and Cybersecurity industry. We look forward to a long and prosperous relationship through the Howard University CERC," said Dr. Barron Harvey, Dean School of Business. ■



## HU HACKATHON

**T**he 3rd annual HUHACKS Hackathon took place in the School of Business on Friday, March 24, 2017 through Saturday, March 25, 2017. The event, sponsored by the GM Foundation and the Howard University Department of Information Systems, gave college students the opportunity to take a new or existing creative business idea and work for 24 hours to implement solutions. Students from across campus and the metropolitan area participated in the Hackathon and were permitted to use any platform to develop either a mobile or web-based app to support their business idea. Students worked overnight on their ideas with the help of Howard University faculty, alumni, current students, and business and technical professionals. Students did an excellent job of collaborating, assisting, testing, innovating, and merging their ideas into a finished application at the end of the Hackathon and motivated each other





## ...AND THE WINNERS ARE...



**TEAM SPORTIFY**, for their App which reads heart rate through the Apple Watch and generates a music playlist that matches the intensity of your workout by playing a song with similar beats per minute.



**APP MyCHEF**  
Allows the average household to reduce food waste and save money spent on groceries by indexing the groceries that you have on hand at home.



**TICK-TALK**  
An app that updates your schedule throughout the day based on changes in your environment.

to keep working even into the wee hours of the night. There was plenty of food, fun, and caffeine at the event, and the students worked tirelessly not only to complete their applications, but also to be ready to present to the panel of judges at the conclusion of the event.

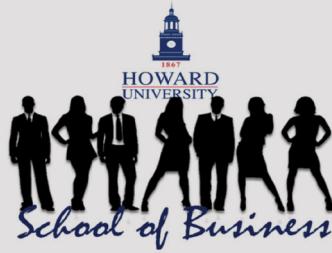
19 teams competed for cash prizes, and at the end, the 1st prize given to the team Sportify for their App that reads heartrate through the Apple Watch and generates a music playlist that matches the intensity of your workout by playing a song with similar beats per minute. The 2nd place team created an app, called MyChef, which allows the average household to reduce food waste and save money spent on groceries by indexing the groceries you have on hand at home. The 3rd place team created an app, called Tick-Talk, which updates your schedule throughout the day, based on changes in your environment.

Awards were also given to the most innovative team and the team with the best business pitch. The best business pitch award went to the app SexPerience, an App that helps engage young people about sexual health and safety. The innovation award went to the team that created Hacket! The app controls an IoT-driven jacket that displays music equalizer and bike signals.

A great time was had by all, and the event was live tweeted using the hashtag #HUHACKS. Special thanks to all participants, sponsors, mentors, judges, faculty, alumni, and administration members

who lent a hand to make the event a success. Dr. Allison Morgan and Aleaya Dixon worked tirelessly to make sure the event was a success. The Hackathon will be an annual event in the School of Business and continue the culture of innovation for the Department of Information Systems and Supply Chain Management. ■





# HIGH SCHOOL SUMMER ENRICHMENT PROGRAMS

THE PROGRAM DATES ARE JULY 16-21, 2017.



Computer Information Systems Career Awareness Program



George S. Willie Accounting Career Awareness Program

Our annual summer residency programs to give students the opportunity to explore career opportunities in a variety of business fields.

Available programs are:

- George S. Willie Accounting Career Awareness Program (ACAP)
- Computer Information Systems Career Awareness Program (CISCAP)
- Summer Actuarial Program (SAP)

These highly selective programs are designed to expose high school sophomores and juniors to their respective area of interest and allow them to experience life a college campus. During the program, students will gain industry insights from professionals, meet other motivated students from across the country, learn skills paramount to their college success, and discover Washington, DC.

All program attendees will receive a scholarship that covers most of the cost of room and board, and other activity charges. Transportation to and from the campus is the responsibility of the applicant. For more information visit us online or email us:

**[www.bschool.howard.edu](http://www.bschool.howard.edu)**

**[HUSBSummerPrograms@gmail.com](mailto:HUSBSummerPrograms@gmail.com)**



## HONORS PROGRAM

Junior Achievement (JA) in a Day

When students at the Friendship Woodridge International Public Charter School asked, what is a supply chain and how are taxes calculated, they were met by 39 Howard University School of Business students. These students explained concepts of business and economics to them, using the Junior Achievement (JA) curriculum and their own experience and training as business students at one of the nation's premier universities. These students, who are all a part of the School of Business Executive Leadership Honors and 21st Century Advantage Programs, helped launch a new partnership between the School of Business and JA to connect business concepts and practice within and beyond the classroom.

Teaching the "JAinADay" curriculum to over 800 kindergarten through eighth graders in 20 classrooms, the Howard University (HU) students inspired, engaged, and connected with youth who aspire to learn and lead. HU student Auriana Hollister remarked, "Meeting a group of students who are so developed and invested in their futures," inspired her even as she served. The curriculum guided youth in puzzles, games, and other interactive tools to teach youth about different aspects of business.

The business curriculum came to life

# 800 kindergarteners

Teaching the "JAinADay" curriculum to over 800 kindergarteners through eighth graders in 20 different classrooms.



as students recalled classroom concepts and integrated them into their discussions with the youth. As sixth graders asked questions about loans, HU sophomore Treelat Xue explained debt leveraging, while student Sadia Islam walked around a second grade classroom of disappointed faces as she collected taxes. This service learning initiative allowed Howard University students to connect their academic training with real-life scenarios and to help prepare the next generation of business and civic leaders.

Additional programs, including a visit to the JA Finance Park, are being planned as Howard University's School of Business and Junior Achievement agree to bring financial literacy and business skills to as many youth as possible.

*For more information, contact the School of Business Office of Special Programs (202-806-1663, [Kanika.magee@howard.edu](mailto:Kanika.magee@howard.edu)) or Junior Achievement (202-777-4476, [jason.tenuta@ja.org](mailto:jason.tenuta@ja.org)). ■*



## Honors Student Trip to London

The program is designed for students who want more from their academic experience through accelerated, smaller courses; leadership development; experiential learning; and service learning opportunities

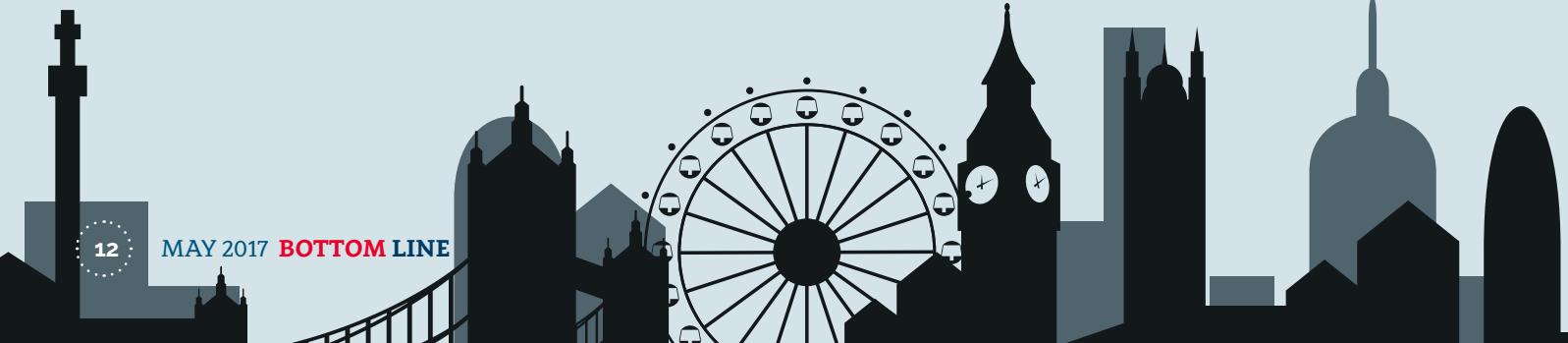
This year, the Executive Leadership Honors Program continued to challenge students with a unique academic journey through Honors only sections of several core courses and a revamped bi-weekly Honors Seminar. The program is designed for students who want more from their academic experience through accelerated, smaller courses, leadership development, experiential learning, and service learning opportunities. This year's cohort comprises 136 students. Highlights for this year include a return to London, England after an approximate 10-year hiatus from Honors international travel, adoption by two new corporate partners, and the beginning of an intensive effort to reconnect with Honors alumni. When LeVoyd Robinson, HUSB alumnus and managing partner of CFI Partners and one of the



Honors Program's newest corporate sponsors, spoke to Honors students in late fall, students responded with excitement and drive. His presentation touched on opportunities in financial markets in which minorities, particularly African-Americans, are underrepresented. He then explained he and his partners launched a new venture to begin developing financial literacy and knowledge of trading and financial management among elementary school children in their hometown of Chicago. Students' eyes were opened to a broader array of possibilities in finance. Ready to accept the challenge and opportunity to be mentored within a smaller financial services firm, Honors senior Jordan Roper accepted a full-time position with CFI Partners and will hopefully become the first of many students to join the ranks and be trained at this firm.

BP also launched its sponsorship of the Honors Program with a bang, with two visits from Carey Mendes, Chief Executive of Integrated Supply & Trading for the Americas and Vincent Johnson, Head of Regulatory and Policy Affairs. Hosting a trading simulation during an Honors Seminar exposed students to the application of financial markets and trading within what has traditionally been viewed as an oil and gas company. BP also hosted the group in London, providing insight into oil, gas, and natural resource trading.

Spring was equally exciting, as seniors Aliyah Rolack and Alexis Henderson became the first Howard University undergraduate students to enroll in the prestigious AT Kearney Lab, providing real consulting services to AT Kearney clients.





Throughout the semester, these students have worked alongside MBA students and Information Systems students to develop real client solutions.

In the spring, 66 students visited London for the Honors Spring Retreat. Participants learned about the global aspects of business, the impact of global markets, and the diversity of operations within a company based on location. Students visited Honors sponsors with offices in London KPMG, Goldman Sachs, Phillips 66, and BP. CFI Partners met the students in London and hosted a welcome reception on the day they arrived. A panel discussion with Howard alumni at Goldman Sachs, a visit to the trading floor at BP, discussions at Phillips 66, and informal conversation at KPMG were among the highlights. Students were hosted at Bloomberg to provide

an opportunity to network with members of the Power List and young adult peers, who are among the emerging leaders in the UK. On the final day of the trip, the group was hosted by MP Helen Grant, member of Parliament, for a tour of Parliament, including the House of Lords, and afternoon tea with six members of Parliament from both the Conservative and Labour parties. Students engaged conversation about Brexit, international policy, and business trends.

As the Honors Program reflects on over 20 years of Honors cohorts, it is beginning a concerted effort to

reconnect with alumni across the program's existence. Future alumni will be tracked to determine trends and best practices for management and leadership development among them. Data will be used to inform Honors Program admissions and structure and will provide a guide for corporations seeking actively to engage diverse talent management and leadership development.

*For more information about the Honors Program or if you are an Honors Program alumnus, contact Honors staff Dr. Kanika Magee or Mr. Charvis Campbell at [husbhonors@howard.edu](mailto:husbhonors@howard.edu) or 202.806.1626. ■*



## Greer Roberts First Howard University Schwarzman Scholarship Recipient



Congratulations to Howard University senior and International Business major Greer Roberts (B.B.A. '17) for being selected as a Class of 2018 Schwarzman Scholar. Roberts is the first Howard University student chosen for the Schwarzman Scholarship, which is a Rhodes Scholarship-inspired master's degree program founded by Blackstone Chairman, CEO, and co-founder Stephen A. Schwarzman.

Roberts is one of 129 scholars selected from 2,747 candidates as part of the Class of 2018, which represents 30 countries and 75 universities and is the second class of the program. The program fully funds expenses for each selected student to attend Schwarzman College at Tsinghua University in Beijing, China. ■

## International Business Conference Culminates GTMBA Program's First Year



The Howard University School of Business hosted a three-day international business conference for MBA candidates and faculty from three premier universities in South Africa, China, and the United States, highlighting how global reach can yield local solutions.

"Smart Cities: Global Opportunities. Local Challenges" served as the theme for the November 2016 conference, which culminated a year of study for MBA students enrolled in an innovative Global Trilateral MBA (GTMBA) Certificate Program. The conference included sessions with Smart Cities experts from the District of Columbia deputy mayor's office, the Brookings Institution, and CISCO. Participants enjoyed a private briefing with Brian T. Kenner, Deputy Mayor for Planning and Economic Development, Karima Woods, Director of Business Development and Strategy, Gizachew Andargeh,

CGBP, International Business Manager and Sharon Carney, Economic Strategy Director. Also, officials at the World Bank and Ronald Reagan International Trade Center briefed participants on Smart Cities initiatives.

"It was so exciting to finally host our Chinese and South African counterparts. We put so much work and planning into this conference, and it was wonderful to see it all come to fruition," said Howard University participant Eden Ketema, GTMBA/MBA 2017. "I truly enjoyed our project in the last leg of the GTMBA program and had fun presenting it to our U.S. client in November."

On the final day of the conference, four GTMBA teams comprising students from each of the university partners presented research findings and recommendations to company clients.

## HIGHLIGHTS

- 3 Conference Days
- 19 CUFE Guests, China
- 12 GIBS Guests, South Africa
- 8 HU GTMBAs
- DC Technology Chief Briefing
- Smart Cities Panel
- International Trade Expert
- Briefing with DC Deputy Mayor
- Joint Session with MBA Exclusive
- World Bank Session
- 4 Client Project Presentations
- 4 Presentation Judges
- 1 Wizard's Basketball Game



## BENEFITS

- ✓ Gain international business consulting experience
- ✓ Discover cultural diversity, customs and practices
- ✓ Navigate international business protocols
- ✓ Build teamwork skills across three continents
- ✓ Develop global mindset
- ✓ Sharpen leadership skills and collaboration



"Based on the final report we received, the students exceeded our expectations by maintaining global perspectives in their research and analysis to form thorough recommendations," wrote Gary P. LaGrange, president and chief executive officer, the Port of New Orleans, in a letter to Dean Barron Harvey. "Howard University students set the bar higher for our cruise staff by discovering ways to make the Port of New Orleans a more innovative cruise port that enhances the experience and convenience of passengers along with developing a strategy to potentially leverage Cuban ports to attract the Asian cruise market to New Orleans."

Besides the project for the Port of New Orleans, teams analyzed business challenges and provided recommendations for three other companies.

Earlier in 2016, the first GTMBA cohort attended similar conferences in Johannesburg, South Africa and Beijing, China.

Launched in the fall of 2015, the GTMBA Certificate program is a partnership with the Howard University School of Business, Washington, DC, the University of Pretoria Gordon Institute of Business Science (GIBS), Johannesburg, South Africa, and the Central University of Finance and Economics (CUFE), Beijing, China. ■

## HU GTMBA PARTICIPANTS

CURTIS CUMMINGS

FRANCESCA WITCHER

TEYARDIA LEROY

EDEN KETEMA

SHAUNA-KAY CAMPBELL

LUKOGHO KASOMO

MACKENZIE TOLLIVER

IKENNA IKEOTUONYE

**Special thanks** to participating faculty: Dr. Gwynette Lacy and Prof. Omowale Crenshaw for guiding students at Howard University. Dr. Tendai Mhizha, University of Pretoria, Gordon Institute of Business Science and Dr. Shubo Liu, Central University of Finance and Economics. Many thanks to Verna Supel, MBA Director of Graduate Programs for her support and Kia Perry for assisting with the GTMBA US Conference.

## ACCOUNTING



### Inaugural George Willie Lecture Series

This year, the HUSB launched the inaugural George S. Willie Lecture Series, sponsored by the Center for Accounting Education. Mr. George Willie is an HUSB alum and member of the School of Business Board of Visitors. He is the managing partner of Bert Smith & Co. and has substantial experience in the audits of federal, state, and local governments, not-for-profit, healthcare, as well as educational, institutional, and private sector organizations.

The presenter for this series was Kimberly Ellison-Taylor, Chairman, Board of Directors of the American Institute of Certified Public Accounting (AICPA). Ellison-Taylor is also the Global Accounting Strategy Director for the Financial and Professional Services Industries for Oracle America, a leader in cloud solutions and enterprise technology. In this capacity, she provides insight to help drive innovation in this important domain, particularly as the computing paradigm shifts to Cloud and SaaS. She received her bachelor's degree from the University of Maryland, Baltimore County, an Accounting Certificate from the Community College of Baltimore County, an MBA from Loyola University, and Masters of Science in Information Technology and a Chief Information Officer Certificate from Carnegie Mellon University.

Ms. Ellison Taylor serves as the first female and African American chairman of the AICPA, an organization founded in 1887. ■

## FINANCE AND INTERNATIONAL BUSINESS



### Wall Street Visit

**Dr. William H. Brent, Professor of Finance and Dr. Denise W. Streeter, CPA, Assistant Professor of Finance**

**O**n New York City's Wall Street, the presence of "bears" means the financial market prices are consistently going down, and "bulls" means the market's prices are consistently going up. However, in Fall 2016, Wall Street was overtaken by Bison, and many did not know what it meant for the financial market.

Those Bison were the 27 undergraduates of all class levels and graduate students from Howard University's School of Business, whose visit would change the face of Wall Street! The students spent three days in full immersion into the work of Wall Street through visits to Howard University's partners at Alliance Bernstein, Bloomberg, Citigroup, Federal Reserve Bank of New York, Goldman Sachs, Marsh & McLennan, Moody's, Morgan Stanley, and the New York Stock Exchange. During the visits, the students were greeted by Howard alum who, with their colleagues, engaged them in informal sessions and technical presentations about the work of the street. Of the technical topics presented, the students were called to draw upon their coursework to understand various asset classes at Alliance Bernstein, analyze financial statements at Moody's, and understand the macro economy and role of monetary policy at the Federal Reserve Bank, among other hands-on experiences.



## NOT BEARS, NOT BULLS, BUT BISONS ON WALL STREET!

The sessions continued when, at Goldman Sachs, the students saw first-hand that, even current professionals must continue to learn, as they joined the other employees for a guest lecture in the auditorium. In addition, reading the technical stock price charts at Bloomberg clarified that one really should pay attention in Investments class. Then, the round table networking discussions at Moody's, pictured below, intrigued the students as the "speed dating" format included the firm's professionals moving from table to table after sharing his/her career path and roles in their current position at the firm. The connection of coursework to life's work was very evident on the trip.

The visit also included touring the gold vaults at the Federal Reserve Bank, talking with traders on the floor of the New York Stock Exchange, practicing table etiquette at the meal events provided by Citi and Morgan Stanley, and engaging in informal interviews for internships and full-time employment opportunities at most locations visited. Overall, it appears there was much to absorb before one can participate on Wall Street.

This herd of Bison had traveled into a different world, but their education at Howard had prepared them. It was clear that

these Bison could easily mix with the "bears" and "bulls" (and even the wolves) of Wall Street to make positive impacts on the financial market. The benefits of the trip can best be described in the students' own words.

The experience of these students is a reflection of many who have taken this trek over the past 13 years that Dr. William Brent, Professor of Finance and Director, Financial Services Institute, has led the way. His advisement to the Finance & Investment Club does not end with monthly meetings, investment pitches, or comments on a student's Trading Challenge account (using StockTrak.com investing simulator). The Fall 2016 students, pictured below, are living proof that Dr. Brent goes far beyond the call of duty to ensure his words are put into action.

If you are interested in joining the Finance & Investment Club or going on the Fall 2017 Wall Street Trip, contact Dr. Brent at [wbrent@howard.edu](mailto:wbrent@howard.edu) or respond to the announcement. Wall Street is now ready for more bison! ■

"MY GREATEST BENEFIT FROM THE TRIP WAS THE WORDS OF ADVICE FROM THE EXECUTIVES THAT WE MET. TO MAKE IT ON WALL STREET, YOU HAVE TO BE PASSIONATE ABOUT WHAT YOU DO, BE AMONG THE BEST AT WHAT YOU DO, AND FIND A MENTOR TO HELP YOU NAVIGATE THE CHALLENGES."

BLAISE TANO

“

The opportunities that Howard University's Finance & Investment Club has afforded me has allowed me to jump-start my Wall Street Career. I'm excited to join Citigroup's Investment Banking Division this summer!"

BRIANA CARTER

*"Thanks to the 2016 Wall Street Trek for rekindling the fire inside of me for a Banking career. It was opportunity to connect with diverse and talented professionals who never failed to motivate and constantly remind me why I initially chose to explore the Banking Industry as a career focus."*

PELUMI OLUWALANA





### Senior Fellow, Council on Foreign Relations Award

Dr. Masoud Kavoosi, Professor of International Business, was awarded a fellowship with the Council on Foreign Relations. Fellows are selected through a competitive process. Over the past fifty years, CFR has awarded International Affairs Fellowships; approximately half have been placed in government positions. Some notable alumni include: former secretary of state Condoleezza Rice, former U.S. ambassador to NATO Ivo Daalder, former U.S. ambassador to the UN Samantha Power, and dean of the Elliott School of International Affairs at GWU Reuben Brigety II.

## Firm Symposium

### The 38th Financial Services, Insurance and Risk Management (FIRM) Symposium – New York, NY

Since 1979, the Center for Insurance Education (CIE) takes between 50 and 60 business students to a city in the United States at the end of the spring semester to expose them to the multifaceted Insurance industry. The students represent various majors within the School of Business in addition to Insurance and Actuarial Science. During the week-long program, companies can showcase the finer qualities of their city and company. As a result of networking during the week, many students that have not previously secured positions are hired for internships. Another caveat of the FIRM Symposium is students are presented with a real-world case study as it relates to the challenges in the insurance industry. The group is split into teams, and the Case Competition takes place at the end of the week.

The Howard University CIE took the 38th Annual FIRM Symposium to New York, NY, May 8 ~ May 14, 2016. 51 students and one faculty member spent the first full day at Moody's, where a regional manager welcomed the program. Corporate presentations by Moody's, Northwestern Mutual, and HAI Group were the highlights of the day. In the evening, O'Lunney's Times Square Pub greeted our

group for the welcoming reception hosted by NY Chapter of HU Alumni Association. The students had an opportunity to spend an evening with alum in New York.

Corporate sponsors made great presentations to the students at various hosting places, including Chubb, AIG, Prudential, and Marsh NY office. Students also enjoyed a team building event at Bowlmor Times Square and toured downtown New York. This year's Symposium included a community service. Students visited Democracy Prep in the Bronx and shared their college experience with high school students.



This year's theme was: "Assessing Mergers & Acquisitions: Emerging Trends & Solutions." Students were divided into five groups: Technology Firm (Team 1), Hospitality Company (Team 2), Entertainment Provider (Team 3), Healthcare Organization (Team 4), and Insurance Company Acquisition (Team 5). The case competition presentations were held on Friday afternoon in front of four judges, and it was a tremendous success. The FIRM Symposium was highlighted with the closing banquet on Friday evening.

The program attended sessions hosted by AIG, Chubb, Gen Re, HAI Group, Marsh, Moody's, Northwestern Mutual, Prudential, and Surety Foundation.

The CIE's 39th Annual FIRM Symposium will be held in Philadelphia, PA, May 14 ~ May 19, 2017. ■





# INFORMATION SYSTEMS AND SUPPLY CHAIN MANAGEMENT



## CIBER Case Competition

**Congratulations to the HUSB undergraduate students who participated in the Georgia State University Center for International Business and Educational Research (GSU CIBER) case competition. Deidra Pinnock (supply chain management) and Qiara Burris (accounting), sophomore honors students in Accounting Principles II class, placed 3rd and 4th, respectively. The other competitors were seniors Ashlee Reevely (marketing) and Shed Jessup III (computer information systems).**

**T**he case format is unique and challenging because students are randomly placed on teams with students from different schools. The students met their team members on Thursday afternoon and had to present their cases at 8:30 am on Friday - less than 24 hours after meeting their teammates. The team was advised by Dr. Jean Wells, Associate Professor of Accounting.

### PLACED 3<sup>rd</sup> & 4<sup>th</sup>

Sophomore Honors Students Deidra Pinnock and Qiara Burris placed 3rd and 4th respectively.

HU Supply Chain Management Program Attains National Ranking

RANKED  
**13<sup>th</sup>**

The undergraduate program was ranked 13th for the first time, moving up from being ranked 30th in the last report in 2014.

**Gartner**

We are honored and thrilled to announce HU's Undergraduate and MBA Supply Chain Management Programs were ranked in the top 25 in the country as part of the 2016 Gartner Supply Chain research initiative on SCM University Degree Programs. The undergraduate program was ranked 13th for the first time, moving up from being ranked 30th in the last report in 2014, and the MBA program moved up three spots, making our current ranking 21st nationally.

Our undergraduate and graduate programs now have a top 25 ranking nationally among majority schools, and SCM is one of the highest nationally ranked disciplines across all of Howard's majors. Achieving these milestones is a testament to the hard work and accomplishments of our amazing SCM student body and the dedication that each of them puts into their studies.

A shortage of strong Supply Chain Management talent is one of the most pressing challenges for organizations worldwide, and we are consistently working to prepare our students to fill that void.

3  
YEARS IN A ROW



### Supply Chain Case Competition

### BRAVO – IT'S A THREE-PEAT

We are delighted to announce the "Howard University Supply Chain Management Case Competition Team" successfully defended its title and won the student case competition at the 13th Annual ISM Diversity Summit in Orlando, FL last week. Our creative and professional team, comprising Captain Dana Slaughter (2nd year MBA), Operations Manager Curtis Cummings (2nd year MBA), Eden Ketema (2nd year MBA), and Elijah Samuels (1st year MBA), delivered a fantastic presentation that was well-researched, rehearsed, delivered, and received. The team was supported by faculty advisor Professor Anupam Kumar. We are proud of their performance, as they represented HU well and brought home the **GOLD** for **the third year in a row.**

Please join us in congratulating them on their terrific effort and this wonderful achievement.



(L to R: Jazmine Colin - Senior, Jaelin Fraser - sophomore, Monique Hughes - 2nd year MBA and Eden Ketema - 2nd year MBA)

### HUSCM Students Attend National Minority Supplier Diversity Council Annual Conference

Four Howard University Supply Chain Management Students attended the 2016 National Minority Supplier Development Council (NMSDC) Conference from October 23 - 26 in Chicago, IL. The fortunate attendees were sponsored guests of the Center for Excellence of Supply Chain Management's advisory board member General Motors. While the conference was enlightening and informative, a highlight for the HU representatives was meeting Magic Johnson, one of the top minority suppliers in the country.

The NMSDC advances business opportunities for certified minority business enterprises and connects them to corporate members. It is one of the country's leading corporate membership organizations that helps over 12,000 minority-owned organizations (public and privately-owned companies, as well healthcare companies, colleges and universities) solve the growing need for supplier diversity.

## SCM Student Hanah Billups Participates in an Event Commemorating the Opening of the NMAAHC

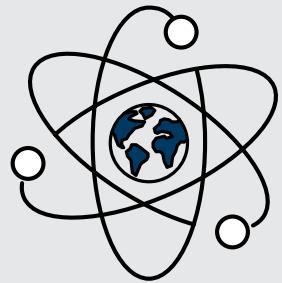


**O**n September 21, 2016, three students from the Howard University Track and Field Team (Hanah Billups, Kahe Kaye and Basil Niccolis) participated in a literally moving performance at the Smithsonian's Hirshhorn Museum to celebrate and coincide with the grand opening of the National Museum of African American History and Culture on September 24th. The production by Chicago-based artist Theaster Gates, was entitled "The Runners" and featured the Howard students running while the musical group "The Black Monks of Mississippi" simultaneously sang gospel and blues throughout the galleries.

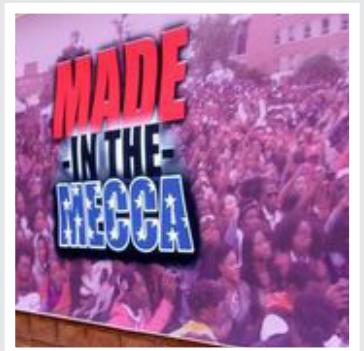
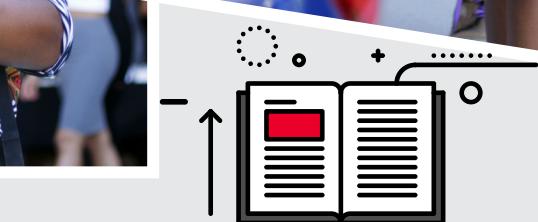
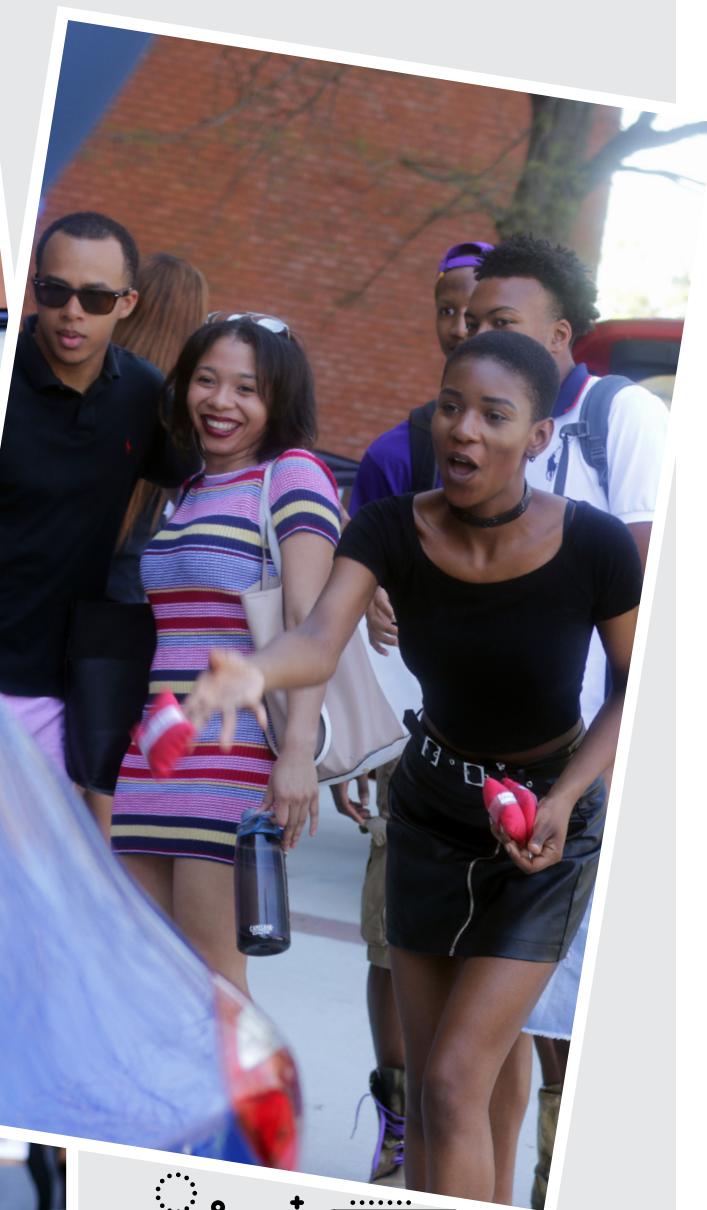
Hanah Billups, a senior Supply Chain Management student in the business school, was one of the three lucky students chosen to participate in this effort paying homage to Howard University. ■

# MARKETING

## Marketing Summit 2017



## GM / Marketing Communications Course



# MBA PROGRAM

## MBAs Navigating the Global Business Environment at MBAX 2017

**Written by:**  
**Eden Ketema, MBA '17**

In November 2016, the 21st annual MBA Exclusive (MBAX) conference was hosted by the Howard University MBA students. Led by a team of 12 MBA students, the conference was hosted at the DoubleTree Hotel in Silver Spring, Maryland. This year's theme, inspired by the inaugural GTMBA program conference, was "Navigating the Global Business Environment." The Conference attracted over 200 participants from around the globe and provided attendees with a unique opportunity to learn about the tools to build a strong global business career.

The conference included several notable keynote speakers, including Ms. Carla Harris, Mr. Clarence Daniels, Jr., Mr. Sinclair Harris, and Mr. Jeffery Bennett. Each shared their experiences and insights on how the talented MBA students attending this conference can advance their careers in a shifting business environment. Several workshops included one titled "Conducting International Business Across Africa



and Beyond" and an activity on "Managing Ethnocentrism."

The MBAX Career Expo, attended by several top companies, including premier sponsors, LMI, Volkswagen, Intel, United Technologies, and T-Mobile, created opportunities for MBA students to talk to recruiters about internship and full time opportunities. The companies also held interviews on-site and offered positions to several students at the MBAX.

MBA students from nine schools across the United States competed in the 12th Annual National Minority Case Competition sponsored by LMI. Students applied their critical thinking and creative skills to solve a business challenge related to HR.

The University of Pittsburgh won the first-place prize, a \$5,000 check from LMI.

The inaugural class of the Global Trilateral MBA Program also participated in this year's MBAX, including distinguished MBA students from Howard University, Central University of Finance and Economics in Beijing, China, and Gordon Institute of Business Science at the University of Pretoria in Johannesburg, South Africa.

Having experienced a plethora of highly regarded speakers, engaging workshops, and networking with exciting corporations, students felt this was a successful conference and are excited to move forward in their exciting global careers.

## Howard University School of Business: Setting the Standard, Achieving Results

The Howard University School of Business is pleased to announce the following case teams, who have won and received recognition for their performance in case competitions across the country!



**1ST PLACE** winners at the Institute for Supply Management Annual Shelley Stewart Diversity Case Competition. Pictured: Elijah Samuels (MBA '18), Curtis Cummings (MBA '17), Shelley Stewart (CPO, DuPont), Dr. Anupam Kumar (Howard Faculty Advisor), Eden Ketema (MBA '17), and Dana Slaughter (MBA '17).



**1ST PLACE** winners at the University of Maryland Emerging Markets Case Competition. Pictured: Christopher King (MBA '18), Christina Jones (JD/MBA '18), Gregory Crawford (MBA '17), Olivia Nouailletas (University of Maryland CIBER Program Manager), Omowale Crenshaw (Howard Faculty Advisor)



Janeen Blige (MBA '18) **AWARDED BEST PRESENTER** at the Key Bank MBA Minority Student Case Competition hosted by Ohio State University. Pictured: Keith Barclay (MBA '18), Janeen Blige (MBA '18), and Stephen Alexis (MBA '18)



**1ST PLACE** winners of the 2017 USA National L'Oréal Brandstorm 2017 competition in New York. Pictured: Jordan Roper (BA '17), Anita Schmied (Faculty Advisor), Martial Lalancette (Chief Talent Officer, L'Oréal Paris), Jordan Culpepper (BA '18), and Malik Mbaye (BA '18).

# EXECUTIVE LEADERSHIP SERIES - CEO VISITS

This year marked a noted year of excellent corporate leaders speaking to our students through The Executive Lecture Series. This program is designed to enhance the academic and professional development initiatives, benefiting students, faculty, staff, and other members of the University community. It also provides an opportunity to cultivate a supportive relationship between the School of Business and the Corporation.

Since 2003, we have hosted many CEOs and other senior executives and government officials from organizations, including those from Facebook, Owens-Corning, The Hartford Financial Group, Moody's Investor Services, The World Bank, and many others. This year's presenters included: Tom Linebarger, Chairman and CEO of Cummins, Inc., Peter Kraus, Chairman and CEO of AllianceBernstein Corporation, Peter Hancock, Chairman and CEO of AIG, Inc., and Lynne Doughtie, Chairman and CEO of KPMG. ■



**TOM LINEBARGER,**  
Chairman and CEO of  
Cummins, Inc.



**PETER KRAUS,**  
Chairman and CEO  
of AllianceBernstein  
Corporation



**PETER HANCOCK,**  
Chairman and CEO of  
AIG, Inc.



**LYNNE DOUGHTIE,**  
Chairman and CEO of  
KPMG

# BETA GAMMA SIGMA HONOR SOCIETY RECOGNIZING THE BEST IN BUSINESS

**O**n Sunday, April 2, 2017, 31 people were honored for their outstanding academic performance in his/her business education or professional career. This included Honorary Inductee President Wayne Frederick, Faculty Inductee Dr. Debby Lindsey-Taliefero, and the following 29 students:

1. **Myra AduSarkodie**, Finance (Senior)
2. **Dominique Anoh**, Finance (Junior)
3. **Jonathan E. Augustus**, Supply Chain (Junior)
4. **Kennedy Danielle Boyd**, International Business (Junior)
5. **Aleaya Kimberly Dixon**, Information Systems (Senior)
6. **Khaila Iman Donaldson**, Finance (Junior)
7. **ShirBriya Fletcher**, Accounting (Junior)
8. **Christopher David Hill**, MBA (2nd year)
9. **Ryan Shumate Jackson**, Management (Junior)
10. **Tierra Jackson**, Finance (Junior)
11. **Eden Ketema**, MBA (2nd year)
12. **Sherita Kittrell**, Accounting (Senior)
13. **Ashleigh Knight**, International Business (Senior)
14. **Teyardia S. LeRoy**, MBA (2nd year)
15. **Karlyn Yolanda Mason**, Accounting (Junior)
16. **Shaquila Dream Montgomery**, MBA (2nd year)
17. **Miles Keandre Nimmons**, International Business (Senior)
18. **Mary Oluwakemi Oyatoye**, MBA (2nd year)
19. **Joseph Perez Alva**, Management (Junior)
20. **Chloee J. Puckett**, Management (Junior)
21. **Kandice Michel'e Purdy**, MBA (2nd year)
22. **Carlis M. Robinson**, Accounting (Junior)
23. **Jasmine D. Schenck**, Accounting (Senior)
24. **Omer Shaiyen**, Supply Chain (Junior)
25. **Ayanna Shepherd**, International Business (Junior)
26. **Dana Kiandra Slaughter**, MBA (2nd year)
27. **Jonathan S. Smith**, Supply Chain (Junior)
28. **Kandice Smith**, Finance (Senior)
29. **Evan Ward**, Finance (Junior)



Based on Beta Gamma Sigma's national criteria, these students were selected as the top 10% of junior or senior class for undergraduate students and top 20% of all second-year MBA students. Regarding that criteria, this year's 29 new student members include 4 students with 4.0 GPAs and an overall minimum GPA of 3.74. These students have excelled academically! However, there is no GPA cutoff, as the top 10% or 20% is based solely on the success of all students in the junior or senior class and MBA students in their second year of study. Each student in the School of Business at Howard University is considered eligible for induction.

**Congratulations to all inductees into Beta Gamma Sigma Honor Society! We are proud of each of you!**

The 2017 inductees have joined the Howard University Chapter of Beta Gamma Sigma that was originally formed in 1976 and held its first induction ceremony in Spring 1978. With these 29 students and two faculty inductees, the chapter's membership now grows from 1,648 members to 1,679 members!

Since its inception, the Howard University Chapter has continued to make new ground. At its inception in 1976, Howard University became the first of the HBCUs to have a chapter of Beta Gamma Sigma, which is only available to AACSB-accredited Schools of Business. In this 2016-2017 academic year, the chapter installed its first student officers! Many thanks go to Nicole Cabell for her service as Vice President of Marketing and to Jordon Rose for his service as Vice President of Programs. They have taken the chapter to a new level.

During her term, Nicole made a presentation to the honor students, organized a "Meet BGS Day" in the School of Business lobby booth (yes, there were donuts), and supported the "Tapping Ceremony" to invite potential new members. Similarly, Jordon took the lead on ensuring BGS members contact the community through a partnership with Junior Achievement, an organization that reaches students in grades K-12 with interactive sessions on entrepreneurship. We look forward to more student officers and more positive impact in the future. ■



# SMALL BUSINESS DEVELOPMENT CENTER

## How would you describe your show's content?

The show is balanced between light-hearted and serious. We want to be informative, educational, and entertaining. The show is aired every Thursday at 12:30 p.m., rebroadcast Fridays at 8:00 a.m., Sundays at 11:00 a.m. and Mondays at 9:00 a.m. We are a weekly resource of information that small businesses can use. We are an integral, independent, and unique voice that brings to life the joys and challenges of owning a small business. We feature SBDC's from around the country and the clients that assist, and we feature Howard University Alumni that own small businesses.

**Who is the host and team?** Carl Brown is the host and Executive Director of the Washington, DC Small Business Development Center. He has a wealth of small business development knowledge. Mr. Brown has over 25 years of experience

in training, human resources, sales, marketing, procurement, contract compliance, and contract administration in the public and private sectors.

Ms. Sharrane Morton is the co-host and producer. She is the owner of Morton Media. Previously, Ms. Morton was the on-air talent and segment producer for the "Emerging Business Report" television show. Besides writing the script, working with the production team during pre & post production, and hosting the "Emerging Business Report," Ms. Morton is a regular guest on ABC7/News Channel 8's "NewsTalk," offering commentary on local, national, and international news. She has vast experience in executive production, script writing, research, program content development, and hosting.

**What will we hear on a typical program?** We will have four unique types of guests:



## THE SMALL BUSINESS REPORT

"Giving You All The Tools You Need to Succeed"

A weekly half hour radio show for small businesses

**SIRIUS XM CHANNEL 141**

**Tune-in every Thursday at 12:00 p.m.**

**Rebroadcast**

Fri. @ 9:00 a.m., | Sun. @ 11:00 a.m. | Mon. @ 9:00 a.m.



**1** Stories from small business owners, regarding the trials and tribulations/ups and downs of owning and managing a small business. You will hear success stories, failures, and lessons learned. Many small business owners think they are alone. Fortunately, they are not alone, because the Small Business Development Centers were established to provide counseling, technical assistance, workshops and financial and loan package review and preparation.

**2** We interview Subject Matter Experts (SME's) that counsel small businesses. We discuss business

plan development, marketing, social media, branding, distribution and transportation logistics, leadership development, succession planning, disaster planning, finance, loan application review and many other topics that our audience desires.

**3** We interview Large Businesses and Government Agencies. Large Businesses provide insight on how to do business with them successfully. What do they look for in a subcontractor, protégé, or joint venture partner? We discuss with Government Agencies the Socio-economic programs they have, and the qualifications needed, the goods and services they purchase,

how a small business should market to them, respond to an RFP, IFB, and RFQ, and their due diligence requirements.

**4** Finally, you will hear from advocacy and support organizations, such as professional associations and chambers of commerce that provide advocacy and industry specific training, certifications, and are working with federal, state and local policy makers and community stakeholders to ensure the success of the small business community. ■



# NEW FACULTY SPOTLIGHT



## Dr. Curtis Cain

Dr. Curtis C. Cain, Ph.D., is an Assistant Professor in Howard University's School

of Business (Department of Information Systems and Supply Chain Management). He joined Howard in the fall of 2016. He has taught Management Information Systems and Quantitative Business Analysis in the Department of Information Systems and Supply Chain Management. He received his Ph.D. from the College of Information Sciences and Technology (IST) at Pennsylvania State University. He received his Master of Science in Computer Science and Software Engineering from Auburn University. His research analyzes the underrepresentation of race and ethnicity in the Information Technology (IT) workforce. During his Ph.D. studies, he was awarded the National Science Foundation (NSF) Graduate Research Fellowship (GRF) to study the underrepresentation of Black men in their pursuit of an IT degree. In addition, he received funding from Pennsylvania State University's Africana Research Center to conduct studies related

to Black men pursuing IT degrees. Prior to joining HU, he spent over 10 years in the public and private sector working alongside Silicon Valley tech firms.



## Dr. Johnny Graham

Dr. Johnny Graham joined the faculty as an Assistant Professor. He just recently earned his

PhD in Marketing from Temple University's Fox School of Business.

His prior teaching experience includes courses in Marketing Research and Consumer Behavior, as well as several guest lectures in Digital Marketing. Prior to attending Temple, Dr. Graham was a Banneker Key-Scholar and Dean's Scholar at the University of Maryland-College Park, where he graduated from the Robert H. Smith School of Business, with his Bachelor's Degree in Finance and MBA with a specialization in Marketing and Strategy.

His research focuses on the co-creation of brands, brand management in online environments, and the merging of brand communication with pop culture. His dissertation, "Consumer Corruption of Brand Meaning: A Multi-Method Exploration of Brand Appropriation", centered on the implications of subcultures altering brand meaning, such as with the adoption of Timberland boots as a fashion statement within

urban, hip-hop culture. He has presented some of this work at top conferences in the field, including the Brand and Brand Relationships Accelerator Conference at Boston University, where he was selected as one of only seven PhD students internationally to present.

Besides his academic pursuits, Graham is passionate about giving back and impacting his community. He is the co-founder and chair of the Our D.R.E.A.M. Foundation, a non-profit organization that teaches principles of entrepreneurship and financial literacy to youth in Maryland. The foundation's cornerstone program, the Y.E.S. Program, is a free summer entrepreneurship program for high school students in Graham's hometown of Baltimore. As a doctoral student, he also voluntarily participated as an instructor in the Temple Futures Program, teaching marketing and entrepreneurship to Philadelphia high school students from disadvantaged backgrounds.



## Dr. Byron K. Henry, CPA, Ph.D.

Dr. Henry is an Associate Professor and the Acting Chair in the Department of

Accounting in the School of Business at Howard University. Prior to his current appointment, he served as an Assistant Professor of Accounting at Bowie State University (2009-2016), Howard University (1997-2009), and a Visiting Assistant Professor

at the University of Vermont (1996-1997). He has published articles in the areas of state and local taxation and accounting education and presented numerous papers on an array of accounting topics. His research interests include accounting and reporting issues affecting nonprofit organizations and the ethical practices and perceptions of accountants.

Dr. Henry teaches undergraduate and graduate level courses in accounting through face-to-face and online delivery systems. He strongly believes learning is best achieved by doing and emphasizes problem-based learning in his courses to strengthen the development of critical thinking skills among his students.

Dr. Henry holds a Bachelor's of Business Administration from the University of Texas at Austin, a Masters of Accountancy from George Washington University, and a Ph.D. in Accounting from Texas A&M University. He holds licenses to practice as a certified public accountant (CPA) in Texas, Maryland, and Vermont. Dr. Henry has held professional positions with Ernst & Whinney, the Texas State Comptroller of Public Accounts, and the Texas State Auditor's Office. Dr. Henry's professional and community affiliations include the Texas and Maryland Societies of CPAs, the American Accounting Association, and the National Association of Black Accountants (NABA). Dr. Henry serves on the Trustee Board of the First Baptist Church of Guilford

(Columbia, MD). He formerly served on the governing boards of the Savage Boys and Girls Club (SBGC) and The Columbia Ravens Football, Inc. Prior to leaving Howard University, he served on the Board of Directors of the Howard University Employees Federal Credit Union (HUEFCU).



### Dr. Kanika Magee

Dr. Kanika Magee is the Assistant Dean of Student Affairs and Director

of the Executive Leadership Honors Program at the Howard University School of Business, Washington, DC. She oversees student services in the School of Business, including the 21CAP retention and resilience program for incoming students, study exchange programs, recruitment and admissions, and the Honors program. Dr. Magee also teaches a course she developed for undergraduate students: Leadership, Power & Spirituality in Management. This course explores dimensions of leadership and personal belief, alongside organizational culture, diversity management, and company identity. She is the former Associate Dean of the Andrew Rankin Memorial Chapel at Howard University and continues to coordinate campus interfaith education and programming. Dr. Magee has a Bachelor of Business Administration and Master of Divinity from Howard University, a Master

of Business Administration from Georgetown University and she has completed post-graduate studies in Organizational Behavior at The George Washington University and in Old Testament Literature at the Baltimore Hebrew University. Dr. Magee earned a Ph.D. in Spirituality at the Catholic University of America.

A native of New Orleans, Louisiana, Dr. Magee has provided independent consulting services to universities and non-profits throughout the nation, securing over \$40 million for faith-based and community programs. She is the former Director of Youth Leadership Development for the Children's Defense Fund national office through which she launched service and advocacy initiatives on university campuses across the country. Dr. Magee has also led youth conferences annually attracting over 1,000 youth from across the nation, cross-country college tours, grief initiatives for children and youth and entrepreneurship initiatives through her work in the AME Church.

Dr. Magee's efforts have been recognized through her acceptance into the Cambridge Professional Listing of Non-Profit Professionals and Leadership Greater Washington class of 2008. She is a Board Member for the National Association of College and University Chaplains, Micro-Enterprise Council of Maryland, and Community Builders Ltd. Dr. Magee is a proud member of Zeta Phi Beta Sorority, Inc. and the NAACP. ■

# FACULTY PUBLICATIONS

**Sandip Mukherji, Jin-Gil Jeong, and Nilotpol Kundagrami** (2017). "Predicting Stock Market Returns with Time-Varying Models and Parameters," *The Journal of Wealth Management*, vol. 19, no. 4, pages 72-84.

**Sandip Mukherji** (2016). "Optimal Portfolios Based on Different Performance Measures," *Journal of International Finance and Economics*, Vol. 16, No. 3, pp. 55-60.

**Sandip Mukherji** (2016). "Evaluation of U.S. Financial Assets with Different Performance Measures," *Journal of International Financial Studies*, Vol. 15, No. 2, pp. 7-14.

**Okoro, E.** (September 2016). A cost-benefit analysis of electronic voting operations and capabilities in sub-Saharan African. *Journal of Business and Economic Policy (JBEP)*. Vol. 3, No. 3.

Cardon, P., Washington, M., **Okoro, E.** (December 2016). The impacts of multi-communication on listening and coordination during team writing projects. *Washington Business Research Journal (WBRJ)*, Vol. 6, No. 1. (ISSN: 1944-393X).

Washington, M. & **Okoro, E.** (October 2016). Intercultural communication competency: A qualitative analysis of multinational business etiquette and decorum." *American International Journal of Contemporary Research (AIJCR)*. Vol. 6, No. 5.

**Okoro, E.** & Thomas, O. (January 2017). An analysis of the effect of social and new media on elections' outcomes: Interactive communication among diverse African communities. *International Journal of Business and Social Sciences (JBSS)*. Vol. 8, No. 1

Ugbam, O. & **Okoro, E.** (April 2017). A strategic study of the Nigerian pharmaceutical sector: Organizational leadership, market-share, and performance. *International Journal of Humanities and Social Science (IJHSS)*. Vol. 7, No. 3.

**Denver D'Rozario** (2017), "'Delebs' (Dead Celebrities) - Why Some Succeed and Some Fail", *Journal of Customer Behaviour*, accepted, (Spring/Summer), forthcoming.

**Denver D'Rozario** (2016), "The market for 'Delebs' (dead celebrities): A revenue analysis", *Journal of Customer Behaviour*, Vol. 15, No. 4, (December), pp. 395-414.

**Denver D'Rozario** (2016), "A Comprehensive Typology of Prepurchase, External Information Searchers", *Psychology & Marketing*, Vol. 33, Issue 11, (November), pp. 982-1005.

**Denver D'Rozario** (2016), "Dead Celebrity (Deleb) Use in Marketing: An Initial Theoretical Exposition", *Psychology & Marketing*, Vol. 33, Issue 7, (July), pp. 486-504.

**Obeng, Efua**, et al. Survival of The Fittest: How Competitive Service Overlap and Retail Format Impact Incumbents' Vulnerability to New Entrants. *Journal of Retailing*, 2016, vol. 92, no 4, p. 383-396.  
\*This was the lead article for this journal

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**Okoro, Ephraim A.** & Thomas, O. (January 2017). An analysis of the effect of social and new media on elections' outcomes: Interactive communication among diverse African communities. *International Journal of Business and Social Sciences (JBSS)*. Vol. 8, No. 1

**Oyewole, Philemon** (2016). "Affective States of the Consumer and the Level of Importance Attached to the Services in the Passenger Airline Industry." *Washington Business Research Journal*, Vol. 6, No.1, pp. 95-125.

Ugbam, O. and **Okoro, Ephraim A.** (April 2017). A strategic study of the Nigerian pharmaceutical sector: Organizational leadership, market-share, and performance. *International Journal of Humanities and Social Science (IJHSS)*. Vol. 7, No. 3.

**Washington, Melvin C.** (2017). The use of impact of laptops/tablets and their impact on student learning, participation, and motivation in the classroom. *The International Journal of Applied Science and Technology*. Accepted for Publication

**Washington, Melvin C., Okoro, Ephraim A.** Cardon, Peter. (2016), The impacts of multicomunication on team listening environment and team coordination for team writing projects. *Washington Business Research Journal*, 6 (1), pp. 23 - 49.

**Washington, Melvin C., and Okoro, Ephraim A.** (October, 2016). Intercultural communication competency: A qualitative analysis of multinational business etiquette and decorum. *American International Journal of Contemporary Research*, 6 (5), pp. 136-141.

*Join us in recognizing and congratulating the*

# BUSINESS SCHOOL'S 2017 GRADUATES!



HOWARD  
UNIVERSITY  
School of Business

**BACHELORS OF BUSINESS  
ADMINISTRATION**

**Accounting**

Taiwo Temilade Adebambo  
Rahman Wale Alarape  
Ramatulai Bah  
Imani Ann Berry  
Corliss J. Bailey  
Armanni DeAnte Bitoy  
Desiree Pearl Clark  
Kendrea V. Clark  
Barbara Denise Dash  
Niesha Ashante' Evans  
Seymour David Falconer Jr.  
Samuel Emron Faulkner  
Brandon Christopher French  
Alliyah Ebony Gary  
Ronald Anthony Gibson  
Ra'Shawn Dominique Howell  
Medina Islam  
Sebastian D. Joseph  
Craig Breyer Johnson  
Michael Hassan Jones Jr.  
Abrianna Alesha King-Snaggs  
Draylon DeShawn Mathis  
Marqualo M. McDaniels  
Ryan Pernell McKenzie  
Jasmine Aliyah Morris  
Ismael Oudghiri Kaouache  
Oluwatoyin Owoeye  
Vernae Cortina Rahman-Smith  
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Oyinkansola Abimbola Famulegun  
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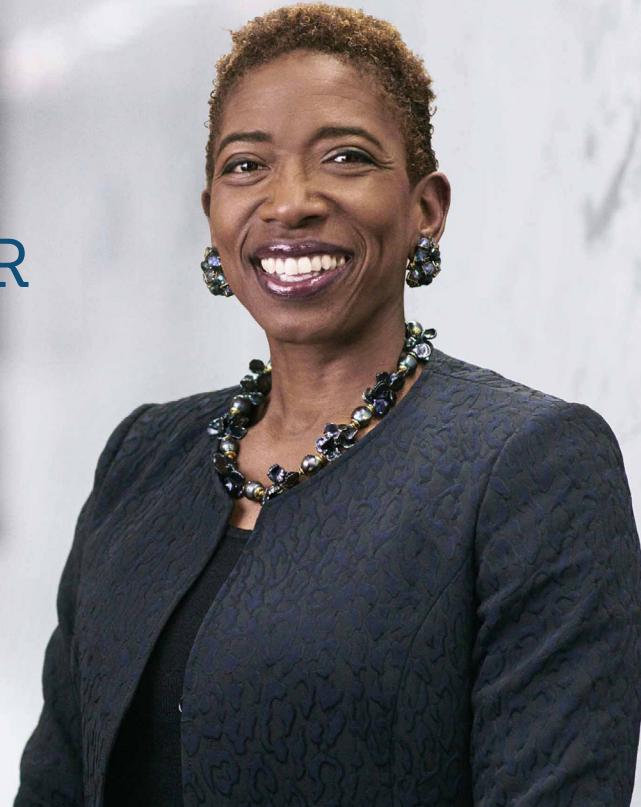
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## KEYNOTE SPEAKER

# Carla Harris

Vice Chairman, Managing Director  
Morgan Stanley



**C**arla Harris is a Vice Chairman, Wealth Management, Managing Director, and Senior Client Advisor at Morgan Stanley. She is responsible for increasing client connectivity and penetration to enhance revenue generation across the firm. She formerly headed the Emerging Manager Platform, the equity capital markets effort for the consumer and retail industries and was responsible for Equity Private Placements.

Ms. Harris has extensive industry experiences in the technology, media, retail, telecommunications, transportation, industrial, and healthcare sectors. In August 2013, Carla Harris was appointed by President Barack Obama to chair the National Women's Business Council.

stock transaction in U.S. history. Ms. Harris was recently named to Fortune Magazine's list of "The 50 Most Powerful Black Executives in Corporate America", U. S. Bankers Top 25 Most Powerful Women in Finance (2009, 2010, 2011), Black Enterprise's Top 75 Most Powerful Women in Business (2017), to Black

**“** we are blessed so that we can be a blessing to someone else.”



For more than a decade, Ms. Harris was a senior member of the equity syndicate desk and executed transactions, such as initial public offerings for UPS, Martha Stewart Living Omnimedia, Ariba, Redback, the General Motors sub-IPO of Delphi Automotive, and the \$3.2 Billion common stock transaction for Immunex Corporation, one of the largest biotechnology common

Enterprise Magazine's "Top 75 African Americans on Wall Street" (2006 – 2011), and to Essence Magazine's list of "The 50 Women Who are Shaping the World", Ebony's list of the Power 100 and "15 Corporate Women at the Top" and was named "Woman of the Year 2004" by the Harvard Black Men's Forum and in 2011 by the Yale Black Men's Forum.



Ms. Harris began her career with Morgan Stanley in the Mergers & Acquisitions department in 1987. Prior to joining Morgan Stanley, Carla received from Harvard Business School an MBA, Second Year Honors, and an AB in economics from Harvard University, Magna Cum Laude. Carla has also received Honorary Doctorates of Laws, Humanities, and Business from Marymount Manhattan College, Bloomfield College, Jacksonville University, Simmons College, the College of New Rochelle, St. Thomas Aquinas College, and Fisk University, respectively. Carla Harris is actively involved in her community and heartily believes, "We are blessed so that we can be a blessing to someone else."

She is the immediate past Chair of the Board of the Morgan Stanley

Foundation and of The Executive Leadership Council and sits on the boards of Sponsors for Educational Opportunity (SEO), A Better Chance, Inc, and St. Vincent's Hospitals, and is an active member of the St. Charles Gospelites of the St. Charles Borromeo Catholic Church and the Mark Howell Singers. Ms. Harris is co-chair of the National Social Action Commission of Delta Sigma Theta Sorority, Incorporated and was a member of the Board of Overseers' Committee on University Resources, Harvard University. She has been named to the New Jersey Hall of Fame (2015) and has received the Bert King Award from the Harvard Business School African American Alumni Association, the 2005 Women's Professional Achievement Award from Harvard University, the Pierre Toussaint Medallion from the Office of Black Ministry of

the Archdiocese of New York, the Women of Power Award given by the National Urban League, the Women of Influence Award from The Links, Incorporated and many other awards. In her other life, Carla is a singer and has released her third gospel CD "Unceasing Praise" (2011), her second CD, a gospel album titled, "Joy Is Waiting", was featured on BET Nightly News, while her first CD entitled, "Carla's First Christmas", was a bestseller on Amazon.com in New York and in record stores, and was featured on the CBS Evening News with Dan Rather in his "American Dream" segment. She has performed 5 sold out concerts at Carnegie Hall. Carla is also the author of the newly released book, Strategize to Win (2014) and Expect to Win (2009) (Hudson Press). ■



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