

The Bottom Line

News from the Nathan M. Bisk College of Business

Spring 2020

Inside this Issue

Panthers on the Rise.....	2
Alumni Spotlight: E. Davon Kelly	3
Alumni Spotlight: Monique Picou.....	3
Innovation Congress Comes to Melbourne	4
Distinguished Lecture Series: Tom Foliard.....	4
weVENTURE: IMPACT Summit	5
weVENTURE Welcomes New Executive Director.....	5
Doctor of Business Administration Update	6
Business Applied: Tourism Impacts in Brevard County	6
High School Business Ethics Competition	7
Happenings	7
Points of Pride.....	8



Message From Dean Theodore Richardson

Welcome to the inaugural Bisk College of Business newsletter, *The Bottom Line*.

Our college's vision is to provide world-class education that accelerates innovation, amplifies impact in the business discipline and fosters engagement. The purpose of this newsletter is to highlight how we are making progress in achieving that vision, highlight faculty innovation, celebrate student success, emphasize community accomplishments and feature our alumni achievements.

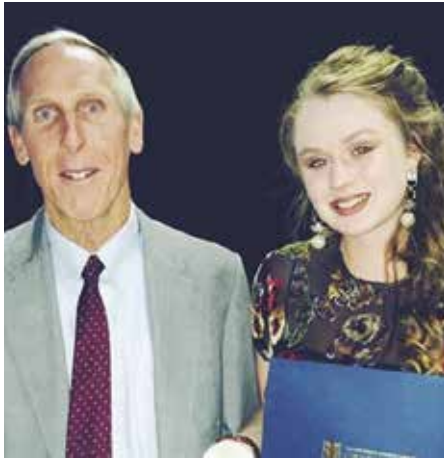
As the college strives for continuous improvement through assessment, our curriculum is being modified to be adaptable to the ever-changing needs of the business environment.

I hope you find the newsletter informational, as we strive to meet our mission, increase student success and promote a culture of faculty achievement.

Respectfully,
Theodore R. Richardson III, Ed.D.
Dean, Bisk College of Business



Panthers on the Rise



KARLISTA MARONEY *Global Business Competition Winner*

Over the summer, students traveled to Calgary, Alberta, to compete in a global business competition with more than 180 students from 40 countries. Business student Karlsta Maroney took home the winning prize.

“To say I am elated would be an understatement,” Maroney says. “After weeks of hard work—and lots of fun!—here, in Canada, my team and I were named X-Culture Global Business Week Calgary 2019 winners.”

Maroney is the first Florida Tech student to win the competition. X-Culture is a nonprofit organization that brings together students from around the world to work with real companies. This year, students had a chance to collaborate with Lake Louise Summer Gondola and SkiBig3.

“Without the university and the College of Business’ help, I would have never been able to experience this once-in-a-lifetime opportunity,” Maroney says. “I am so grateful.”



LOGHAN ASHLINE *Jet-Fueled Internship*

Larsen Motorsports (LMS) is an award-winning innovator in the jet car racing space. A proven leader in community outreach and STEM advocacy, LMS provides valuable hands-on experience to our students, who receive the unique opportunity to work on the Florida Tech jet dragster. Business administration student Loghan Ashline shone during her interview and landed the highly coveted internship.

The first time Ashline saw the Florida Tech jet dragster blast down the track, she knew she wanted to be part of the Larsen team.

“The racing industry has been male-dominated for as long as I can remember, but seeing Elaine [Larsen] and her girl power team really inspired me,” Ashline says.

There is a lot more that goes into a race team than just getting the car to the track: enter Ashline. She leads the charge with Larsen’s social media, photography, website design, promotions, scheduling and merchandising. Soon, she’ll be training to be part of the race crew, too.

Since joining LMS, Ashline has realized that she would like to be part of the team for the rest of her career.



NICHOLAS DRISCOLL, SHANNON KELLEY '19 & RYAN FINK '18 *FICPA Scholarship Winners*

Nicholas Driscoll (left), who is pursuing a B.S. degree in accounting, Shannon Kelley and Ryan Fink (right), who are pursuing M.S. degrees in accounting and financial forensics, were each awarded a \$2,000 scholarship from the Florida Institute of CPAs (FICPA) Scholarship Foundation, which aims to help Florida accounting students reach their educational goals and propel the CPA profession forward.

Alumni Spotlights

E. DAVON KELLY

Elevating Lives Through Empowerment



While earning his bachelor's degree in finance, E. Davon Kelly '90 learned about teamwork and sportsmanship on the basketball courts at Florida Tech. As he ventured into the business world, he brought those same lessons with him, and today, he shares them in his book, *From Courtside to the Boardroom: A Legacy in the Making*.

President and CEO of NOVAD Management Consulting, Kelly donates all the proceeds from his book sales to The 13th Man, an organization he founded to provide training, mentoring, leadership development and enrichment activities to move young men from feeling inadequate to feeling like part of the "starting lineup."

Throughout his career, he has continued to leverage his business acumen, opening My Barber's Lounge, a chain of upscale barbershops in Maryland. The barbershops, which won the 2014 Ford Motor Co. Neighborhood Award, have become additional vehicles through which he mentors and supports the development of successful entrepreneurs.

AT A GLANCE

Degree: B.S. Finance, '90

Profession: President and CEO, NOVAD Management Consulting

Wrote: *From Courtside to the Boardroom: A Legacy in the Making*

Achievement: Opened a chain of upscale barbershops in Maryland called My Barber's Lounge. The business won the 2014 Ford Motor Co. Neighborhood Award.

MONIQUE PICOU

Learning, Growing and Investing in Others

Monique Picou '93 MBA has one piece of advice for business industry professionals: "Know that you are the gatekeeper of your competence. This upskilling allows you additional leverage to compete effectively and efficiently in the workforce," she says. "However, learning should never stop, lest you become obsolete."

Senior vice president, chief strategy and supply chain officer at Sam's Club, Picou practices what she preaches. In this role, she oversees strategy while working cross-functionally to transform how the company moves product from supplier to member, both in-club and online. She is an enthusiastic and proactive proponent of diversity throughout the company and emphasizes the importance of women's roles in supply chain management.

But she didn't become the leader she is today without constant personal growth and a dedication to education.

"A deeper knowledge of business fundamentals empowers you and

provides leverage points that may not be apparent until faced with new challenges," she says.

Picou spent much of her 25-year career in consumer packaging goods and supply chain with Procter & Gamble Co. but also spent a year in private equity. At P&G, she worked across multiple business units within the product supply organization and spent six years in Switzerland and England. Before transitioning to her current role, Picou was the senior vice president of Flow and specialty networks for Walmart.

She has sat on the board of directors for United Way, the U.S. Chamber of Commerce and GS1 UK, has served on the Cranfield University advisory board and received the 2019 Nathan M. Bisk College of Business Outstanding Alumni Award.

"It is always good to be celebrated by the university that invested in you," Picou says. "It was humbling and provided a deep sense of personal responsibility and accountability to always invest in others."



AT A GLANCE

Degree: Master of Business Administration, '93

Profession: Senior vice president, chief strategy and supply chain officer, Sam's Club

Career Highlight: Spent six years in Switzerland and England working for Procter & Gamble Co.

Achievement: Received the 2019 Nathan M. Bisk College of Business Outstanding Alumni Award

Innovation Congress Comes to Melbourne

In September, more than 50 renowned innovation experts from around the world gathered on the Space Coast for the International Organization for Standardization (ISO) 56000 Innovation Management World Congress. Its first meeting on U.S. soil, the congress kicked off on Florida Tech's campus with a greeting from Professor Abram Walton, director of Florida Tech's Center for Innovation Management and Business Analytics and the elected U.S. delegate to the gathering. The event's purpose: to develop international innovation management system standards that aim to make innovation predictable, measurable and repeatable.



“What we are writing at this working event will become the gold standard of what firms and government will need to achieve in order to be internationally competitive.”

— Professor Abram Walton, director, Florida Tech Center for Innovation Management and Business Analytics



Distinguished Lecture Series:

CARMAX PIONEER TOM FOLLIARD

Tom Folliard '89, a business administration/management alumnus and Florida Tech board of trustees member who led CarMax Inc. to become one of the most influential and disruptive businesses in the U.S. marketplace, shared his business insights and experiences with a packed Hartley Room audience in October for the university's fall F. Alan Smith Distinguished Lecture Series installment.

In his presentation, “How a Florida Tech Graduate in Melbourne Helped CarMax Transform an Industry,” Folliard spoke about how CarMax grew so quickly,

reflected on his personal rise through the ranks and discussed the company's journey to its current status as the largest used-car retailer in the world and the No. 174 spot on the Fortune 500 list.

“I think a lot of it is, do what you say you're going to do, and stand behind your employees,” Folliard said during his presentation. “The fact that we've been recognized so many times as the best place to work, I think, says something about our company culture.”

Folliard retired in August 2016 and today serves as the nonexecutive chair of the board at CarMax.

weVENTURE



KNOW YOUR WORTH 2019 IMPACT Summit

In today's society, not only are women giving their 2 cents' worth—they're realizing it is worth a lot more than 2 cents. Such was the sentiment at weVENTURE's 2019 Impact Summit: Know Your Worth. The August event featured five speakers, who reflected on their personal experiences and shared their lessons learned regarding the importance of perspective, strategically approaching long-term goals and both becoming and thriving as female leaders in male-dominated industries. In her presentation, keynote speaker Katica Roy, CEO and founder of Pipeline, an artificial intelligence platform that helps organizations identify and address gender inequity in the workplace, delved into the underlying reasons, statistical evidence and economic impacts of workplace inequity.

"We can close the gender equity gap," Roy says, "but only if we work together."

Other speakers included notable alumnae Kelle Wendling '93, '97 MBA, who is president of mission networks aviation systems at L3Harris Technologies Inc., and Carmen Natschke '99 M.S., a software engineer-turned-entrepreneur who founded digital media and marketing consultancy platform Panvezza, as well as an art and design digital magazine, *Decorating Diva*.

"I decided that I would rather risk failure than give up on my dream," Natschke said during her presentation. "I developed a strategic framework for planning—a plan that could get me to that dream life. And by doing so, it equipped me with a strong purpose, a vivid vision, a cohesive strategy and an action plan, as well as a process for reflection."



WEVENTURE WELCOMES NEW EXECUTIVE DIRECTOR

In January, Dean Theodore Richardson announced the hiring of weVENTURE's new executive director, Kathryn Rudloff. Having served as an advocate for women and children in the community and political organizations as well as on multiple political campaigns, Rudloff has garnered extensive fundraising experience and connections within the local business community that are certain to serve weVENTURE's mission well.

"I look forward to working with Ms. Rudloff as she enhances the profile of weVENTURE through outstanding strategic communications, community engagement and fundraising," Richardson said.



**RECENT DBA
DISSERTATION TOPICS**

Gregory Connell: "Avoiding the Restart Button: Examining the Critical Factors of the Onboarding Process that Encourage Team Cohesion"

William Jimenez: "Transforming Human Resource Management into a Dynamic Capability and the Effects on Employee Attraction and Retention"

Franklin Spencer: "Does Organizational Culture Serve as an Antecedent to the Dynamic Capability of an Automated Customer Relationship System as an Example of a Big Data Analytics Program in a Firm? A Case Study"

Coby True: "Distributed Team E-leadership: A Phenomenological Inquiry into Subordinate Perceptions of Career Development"

Jean-Marie van der Elst: "The Economic Impact of Anti-Corruption Legislation on Foreign Investor Perceptions of Corruption"

Doctor of Business Administration Program Update

With 23 graduates and counting, our DBA program continues to graduate high-achieving professionals. We are honored to deliver this rigorous and rewarding program to such high-caliber students. The cohort program brings together professionals from not only central Florida but across the U.S. Meeting one weekend per month, students develop a sense of community with their classmates and develop dissertations that reflect their passions and interests.

Graduates of our programs include CEOs, presidents, vice presidents, U.S. military service members, researchers and professors. Our most recent graduates successfully defended an impressive collection of dissertation topics, including "Avoiding the Restart Button: Examining the Critical Factors of the Onboarding Process that Encourage Team Cohesion" by Gregory Connell; "Transforming Human Resource Management into a Dynamic Capability and the Effects on Employee Attraction and Retention" by William Jimenez; "Does Organizational Culture Serve as an Antecedent to the Dynamic Capability of an Automated Customer Relationship System as an Example of a Big Data Analytics Program in a Firm? A Case Study" by Franklin Spencer; "Distributed Team E-leadership: A Phenomenological Inquiry into Subordinate Perceptions of Career Development" by Coby True; and "The Economic Impact of Anti-Corruption Legislation on Foreign Investor Perceptions of Corruption" by Jean-Marie van der Elst.

Business Applied: Tourism Impacts in Brevard County



The most recent lecture in the Business Applied series featured economics Professor Mike Slotkin's presentation about an ongoing, three-year collaboration with the Space Coast Office of Tourism. Referencing key data points and results gathered from the partnership thus far, the presentation covered visitor expenditure and economic impacts, bed-tax revenues accrued, lodging and travel logistics, as well as their connection to current academic research. Slotkin, who regularly consults through Florida Tech Consulting, also discussed the complementary role that

business consulting can play in tourism. Attendees received a copy of the most recent *Space Coast Tourism Journal*, another component of the partnership that highlights Brevard County tourism through feature articles, deep dives into visitation study data and examination of special events' economic impacts.

"The conceptual idea [of the magazine] was to really talk about the empirics and business of tourism while, at the same time, really extolling the virtues of tourism in the area," Slotkin said during the presentation.



High School Business Ethics Competition Awards Thousands in Merit Scholarships

Through research, discussion and various events, the Center for Ethics and Leadership works to foster ethical behavior and effective leadership. These core values are integrated throughout the Bisk College of Business educational and community outreach programs. Each year, the Center for Ethics and Leadership hosts breakfasts, conferences and competitions to bring together students, faculty and business leaders to explore and further their expertise on ethical practices and business leadership.

One of the center's most notable events was the 23rd annual High School Business Ethics Competition. The competition featured teams from schools in Brevard County and surrounding areas. High school students were asked to examine Apple Inc., its suppliers and corporate social responsibility. The goal was for students to explore the subject of ethics, reflect on how ethical principles are related to the decision-making role of businessmen and women and to evaluate the ethical adequacy of actual decisions made by managers. The competition had up to \$192,000 to award in merit scholarships and cash to the top teams, and all participants were guaranteed a minimum merit scholarship of \$12,000, renewable for three additional years, if they enrolled at Florida Tech.

Happenings

UPCOMING STUDY ABROAD IN SPAIN, AUSTRIA

In June, students will embark on the Bisk College of Business' annual 10-day international business experience, traveling through Europe's most historic and culturally diverse cities: Madrid and Málaga, Spain, and Vienna, Austria. While focusing on marketing in Spain, Austria and the broader European Union, students examine current market conditions that influence business performance and are immersed in the area's rich and vibrant cultures.

"I had the opportunity to study abroad in Spain the summer of 2018 and make my MBA even more valuable with the amazing sessions at ESIC Business & Marketing School and visits to multinational companies like DEKRA and Phillips. I visited some of the most historical and culturally diverse cities in Spain, like Granada, Toledo, Málaga and Barcelona. My advice for college students is to take advantage of study abroad opportunities because your education is a valuable investment and even better if you do it in the most diverse and enriching way as possible!"

—Maria Fernanda Sagastume '18, '19 MBA

BUSINESS MODEL PITCH COMPETITION

The Bisk College of Business hosted its annual Business Model Pitch Competition, an event that provides a unique opportunity for students to showcase their entrepreneurial passion. Each team was given five minutes to present their concepts to a panel of seven judges, including Erica Lemp, community affairs director at L3Harris Technologies Inc. and former weVENTURE executive director; Arnel Alicea, president and CEO of Propel Professionals; Professor Abram Walton, director of Florida Tech's Center for Innovation Management and Business Analytics; Patricia Tellechea, president and CEO of GIMEX USA; Mike Marks, managing partner of Indian River Consulting Group; Laraine Schultz, managing director at Wells Fargo Advisors; and Val Williams, associate program director at weVENTURE.

The competition was divided into two sessions, resulting in two winners: Team Chupacabra, which pitched a high-tech coffee tumbler that can also charge a phone, and Team SMARTstart Technologies, which pitched an idea for a high-tech car seat that can monitor a baby's health.

RISE OF THE REST

Brevard County's entrepreneurial spirit was in the spotlight when AOL co-founder Steve Case and a team from his Revolution investment firm spent the day learning about startups and innovation along the Space Coast as part of its Rise of the Rest bus tour.

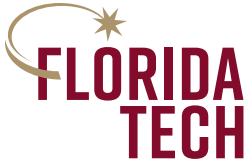


"Every election cycle, Florida is in the national spotlight for what the state's votes say about the future of the country, but we believe the focus should also be on the state's entrepreneurial communities and the companies that will drive our nation forward," said Case, chairman and CEO of Revolution, which is based in Washington, D.C. "Startups are responsible for nearly all net new job creation, and with Florida's size and diversity, the state can help lead the way."

The daylong stop included a special visit to Florida Tech's Digital Scholarship Lab, where students pitched their business ideas in a science fair-style exhibit.

"This is a tremendous opportunity for the Space Coast," said Professor Abram Walton, director of Florida Tech's Center for Innovation Management and Business Analytics. "To be recognized among those communities at the top ranks of startup ecosystems and having entrepreneurs building companies that generate national recognition truly speaks to how our community is a leader in innovation and high-tech industry."

The tour concluded with a pitch competition at Groundswell Startups, where eight startups competed for a \$100,000 investment from the Rise of the Rest seed fund.



Nathan M. Bisk
College of Business

Florida Institute of Technology
150 W. University Blvd.
Melbourne, FL 32901-6975

Students, along with professors Michael Slotkin and Karen Chambliss, celebrate their induction into Delta Mu Delta business honor society.



Points of Pride

AACSB MEMBERSHIP

Bisk College of Business is a proud member of the Association to Advance Collegiate Schools of Business (AACSB) Business Education Alliance. AACSB is the world's largest network of business schools that are creating the next generation of leaders. Our membership plays a key role in our pursuit toward AACSB accreditation.

IACBE ACCREDITED

We have received specialized accreditation for our business programs through the International Accreditation Council for Business Education. This accreditation provides external validation of the rigor and quality of our business programs.

GLOBAL ACCREDITATION CENTER FOR PROJECT MANAGEMENT EDUCATION PROGRAMS

The Master of Business Administration—Project Management degree program is accredited by the Project Management Institute Global Accreditation Center for Project Management Education Programs.

DELTA MU DELTA BUSINESS HONOR SOCIETY (EF)

More than 700 Florida Tech students have been inducted into Delta Mu Delta over the years. The honor society, which was established to recognize academic excellence, includes students who rank in the top 20% of their class.

"One of the major advantages of this business class achievement is to put on a résumé that builds solid attraction in front of a recruiter and increase chances to be hired in an organization," says economics Professor Michael Slotkin. "It sets a benchmark among students to get hired."

SOUTHEAST U.S. HIGHER EDUCATION CONSORTIUM FOR INTERNATIONAL BUSINESS

Bisk College of Business is a member of the Southeast U.S. Higher Education Consortium for International Business, a partnership between colleges and universities in Georgia, Alabama, Florida, Tennessee, North Carolina and South Carolina that shares information, faculty development, teaching material preparation and proposal and grant writing tips.