



CHOWAN
UNIVERSITY

School of Business & Design

Newsletter

September/October 2022

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Six School of Business & Design Students Listed as Outstanding Students

Each year, a select group of juniors and seniors are called forward to accept one of the most prestigious honors the Chowan University community can bestow, the Outstanding Student Award. Selection is based on the student's leadership, academic achievement, service to the community, contribution to the University, and good citizenship.

The following School of Business & Design students are 2022-2023 recipients:

David Clark (Business & Design), Kingwood, TX

Hesley Masara (Business Administration), Aurora, IL

Cheick Traore (Business Administration), Mooresville, NC

Destiny Vaughan (Graphic Design), Ahoskie, NC

Christopher Whaley (Graphic Design), Morganton, NC

Alexa Woolson (Business Administration), Williamsburg, VA

The School of Business and Design congratulates the recipients of this year's Outstanding Student Award, and place on record its gratitude for your commitment to the institution and exemplary citizenship on campus.



Kappa Pi Induction Ceremony 2022

Kappa Pi is an international honorary art fraternity. The criteria for induction into Kappa Pi are an overall grade point average of 3.0 or higher, completion of at least 12 credit hours of art courses, an art grade point average of 3.0 or higher and recommendation from a Visual Art faculty member.

Chowan's chapter of Kappa Pi inducted the following students this semester:

Ishcah Browne

Tre'yon Grace

Jalen Lockhart

Chauncey Morris

Karenisa Strieder

Honors College Induction Ceremony



Patsy Taylor, Associate Professor of Marketing, was the keynote speaker at the 2022 Honors College Induction Ceremony. In her address, "Who Are You When No One is Watching", Mrs. Taylor stressed the importance of strong ethics, including the six pillars of character: Trustworthiness, respect, responsibility, fairness, caring, and citizenship. She cited a recent article on the phenomenon of "quiet-quitting", and how the pandemic has exacerbated the problem. She encouraged students not to adopt the trend, but instead to develop the character and integrity to give more than is expected and always strive to be a responsible student, work hard,

and take pride in all their work. As our longest serving faculty member (in her 32nd year at Chowan University), Mrs. Taylor's wisdom was both valuable and well-received.

Fifty-one students were inducted into the Honors College, including 13 School of Business and Design students. The School of Business & Design congratulate all the inductees, including the following Business & Design students:

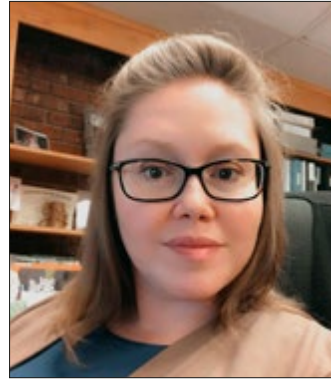
- **Trevon Abraham, Business Administration**
- **Desiree Askew, Business Administration**
- **Sebastine Daniel, Business Administration**
- **Jayce Graves, Business Administration**
- **Ashley Hunter, Business Administration**
- **Fabrizio Infante Collantes, Business Administration**
- **Jeffrey Lankford, Business Administration**
- **Amber Mann, Mass Communication**
- **Jamie Moore, Business Administration**
- **Nicholas Reiss, Business Administration**
- **Sydney Roberts, Mass Communication**
- **Jourdan Smith, Business Administration**
- **Grayson Thorne, Business Administration**

Eight Students Completed their Requirements to Obtain the Master of Arts in Organizational Leadership at Chowan University

The administrators and professors in the Master of Arts in Organizational Leadership (MOL) program at Chowan University are excited to see this year's graduate students walk the stage at the spring 2023 graduation. "I am proud of these eight students who have worked extremely hard over the past year or so to complete their MOL degree," said Dr. Dan Wilson, Assistant Professor, and MOL Program Director. "These students are the epitome of tomorrow's leaders, and I am extremely confident their leadership will excel in any organization," Wilson said.

The students who have completed their requirements for the MOL degree are Ruth Casper, Anesha Hill, Valerie Ivey-Lyons, Walker Jones, Tony Mitchell, Ivan White-Staples, Lindsey Stigler, and Elizabeth Stokes.

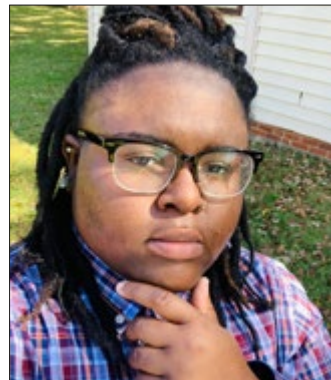
Spring graduation is set for May 6, 2023, at 10:00 am. We congratulate these students on a job well done!



Ruth Casper



Valerie Ivey-Lyons



Anesha Hill



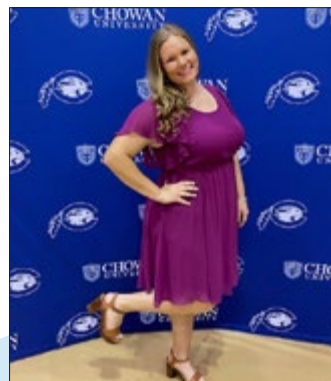
Tony Mitchell



Elizabeth Stokes



Walker Jones



Lindsey Stigler



Ivan White-Staples

Visiting Executive – Mr. Calvin Baldwin

The Business Department held its Visiting Executive Program on Monday, October 24. The Visiting Executive, Calvin Baldwin, Jr, owner of Baldwin Insurance Group, LLC, was the Visiting Executive and shared his experience with our students. Baldwin is a Chowan alum (2007) and a successful businessman, an owner of insurance companies that serve clients in Murfreesboro and Charlotte, NC.

The day began in BUS 325, Entrepreneurship, where Baldwin shared with students his career trajectory and experience. He stressed to the class that education is an opportunity for each student to put forth their best work and differentiate themselves from their peers. After the morning session, a group of students and faculty attended lunch at China Garden with Mr. Baldwin. The students who attended the lunch session were Adasia Boone, Haleigh Reid, Santino Jose Sormani, Phillip Tonsel-White, and Devonte



(Left to Right) Santino Jose Sormani, Adasia Boone, Calvin Baldwin, Jr., Devonte Washington, Phillip Tonsel-White

Washington. At lunch, students conversed with Mr. Baldwin about their own career aspirations and took the time to hear his advice on preparing for their careers.

When the group returned to campus, business students were gathered in Vaughan Auditorium to hear Mr. Baldwin's presentation, "The Lost Art of Customer Service: A Legacy Redefined". In his address, Mr. Baldwin discussed his own time at Chowan University and how interaction with his peers improved his academic performance. His friend not only tutored him in material, but taught him how to study, which made a lasting impact in his own life. He encouraged each student to strive for their absolute best and reach out for help when help is needed.

As an example of superior customer service, Baldwin noted that he built his insurance com-

pany through making connections with people and being the kind of person they could depend on. "Bigger insurance companies may beat me in some areas, but where they can't beat me is in customer service because I look out for my customers, and my customers always know I have their back." He stressed that through hard work, relationships with customers, and never settling for less than the best, students can build a career they can be proud of.



CHOWAN UNIVERSITY
Department of Business

**THE LOST ART OF CUSTOMER SERVICE...
A LEGACY REDEFINED**

**Vaughan Auditorium - Monday,
October 24, 1:00 p.m.**

Calvin L. Baldwin Jr., MBA
Owner -
Baldwin Insurance Group, LLC.
Fall 2022 Visiting Executive



(Clockwise from left) Shannon Williams, Tom Eisenmenger, Calvin Baldwin, Jr., Santino Jose Sormani, Devonte Washinton, Phillip Tonsel-White, Adasia Boone, Haleigh Reid, Hunter Taylor.

Chowan University Inducts Nineteen Members into Alpha Chi National Honor Society

Oct 28, 2022 by Harri Lovett

On the 27th of October 2022, Chowan University inducted nineteen students into the North Carolina Phi Chapter of Alpha Chi. Three of these nineteen were students in the School of Business and Design.

Alpha Chi is a coeducational academic honor society. Since 1992, its purpose has been to promote academic excellence and exemplary character among colleges and university students and to honor those who achieve such distinction. The name of the organization is derived from the Greek words meaning truth and character. As a general honor society, Alpha Chi admits to membership students from all academic disciplines. Along with Phi Beta Kappa and Phi Kappa Phi, Alpha Chi is one of the most prestigious and widely recognized honor societies in the nation.

To be tapped for membership in the North Carolina Phi Chapter of Alpha Chi at Chowan University, a student must have successfully completed 24 hours of class credit at Chowan, earned a grade point average of 3.5 or higher, and ranked within the top 10 percent of the junior and senior class combined.



Assistant Professor of Graphic Design, Jason Fowler

The 2022 Alpha Chi Inductees from the School of Business & Design are:

Dauquann Capers, Jacksonville, NC

Alvaro Campos, Ayacucho, Peru

Hailey Thorpe, Newsoms, VA

The School of Business and Design congratulates these members on their commitment to academic excellence and exemplary service and wishes students well in the remainder of the academic year.

PICA Scholarships

The Printing Industry of the Carolinas, Inc. (PICA) is the regional trade association for print manufacturing in North and South Carolina. The PICA Foundation was formed as a charitable organization, the funds of which are used to promote education in the printing industry. Each year, PICA awards money to be used for scholarships for students pursuing a degree in Graphic Communications at Chowan University.

This year's (2022-23) scholarship recipients are:

Caryn Bowe

Darrell Cobb

Emasharae Seaberry

Mauquann Squire

Karenisa Strieder

FBLA - Collegiate 2022-2023 Officer Team

The 2022-2023 officer team for Future Business Leaders of America – Collegiate (formerly Phi Beta Lambda) includes the following students:

Troy Dunkley, President, is a senior from Olney, Maryland pursuing a B.A. in Business.

Simone Brooks, Vice-President, is a senior from Pittsboro, NC pursuing a B.A. in Business.

Adasia Boone, Secretary, is a senior from Courtland, Virginia, pursuing a B.S. in Business Administration with a concentration in marketing.

Sreshta Puducheri, Treasurer, is a sophomore from Hyderabad, India, pursuing a B.S. in Business Administration with a concentration in accounting.

Trevon Abraham, SGA Representative, is a sophomore from Clayton, NC pursuing a B.S. in Business Administration.

Patsy Taylor serves as Faculty Adviser and this academic year marks her 30th year of service to the organization.



(L to R): Simone Brooks, Troy Dunkley, Trevon Abraham, Adasia Boone, Sreshta Puducheri

Business Classes Host Guest Speakers

Mrs. Patsy Taylor hosted several guest speakers in her classes in September and October. The presentations were all very informative and well-received.

BUS 110 (Introduction to Business) Speakers



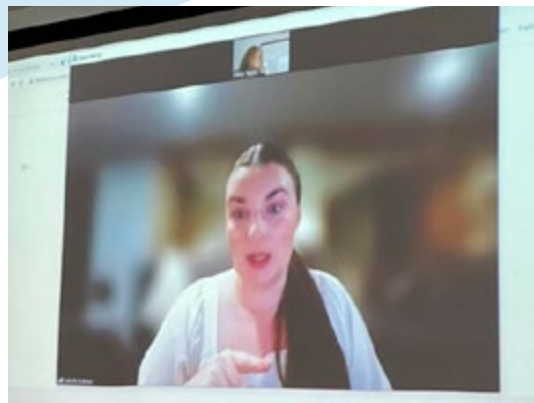
On September 9, Dr. Danny Moore, Provost, spoke to students about academic integrity. His presentation was entitled "Cheating or Fair Game?"



On September 23, Dr. Hunter Taylor, Dean of the School of Business and Design, spoke to students about time management. The title of his presentation was "Managing Yourself – Time Management vs. Procrastination."

On October 18, Dr. Taylor's presentation was entitled "Understanding Your Major & Requirements for a Business Degree." He talked about selecting and scheduling classes for Spring 2023.

BUS 375 (Social Media Marketing) Speakers



On September 22, Ms. Isabelle Sullivan, spoke to students about the ways she uses social media in her role as Customer Marketing Manager at Lytx, Inc. a "leading provider of complete fleet management solutions." (lytx.com) Isabelle's brother, Patrick, is a business administration major.



On October 13, Stephen Johnson, Director of Promotion and Community Relations at Greensboro Grasshoppers, spoke to students about his job responsibilities with the Grasshoppers. He particularly focused on the social media responsibilities of his position.



On November 1, Kim Bailey, Assistant Vice President for Advancement and Director of University Relations and Communication, spoke to the class about all the facets of her position here at Chowan, and focused on how social media is an integral part of marketing the University. Harri Lovett, a student in the MOL program, a member of the CU men's soccer team, and an intern in the Office of Advancement, accompanied Kim and added to the conversation about his internship experience.

BUS 390 – Business Colloquium Speakers



On September 16, Dr. Hunter Taylor, Dean of the School of Business and Design, spoke to students in the class about internships, focusing specifically on the Department of Business internship requirements.

GC Intern Spotlight

Junior Graphic Communication majors, Karensa Strieder and Mauquann Squire, completed internships this summer. Karensa worked at CBN, Christian Broadcasting Network, in Virginia Beach, Va. Her internship supervisor was Chowan alum, Ryan Godwin. Karensa gained experience in CBN's print shop in prepress, production planning, and platemaking. She also gained experience in the pressroom running a variety of equipment including digital presses, a web offset press, and more. Karensa appreciated the opportunity to work in many different areas of the production process and feels it enhanced her understanding of the overall process.

Mauquann completed his internship at Que Tee's Print Shop in Richmond, Va. He spent most of his summer printing t-shirts using the direct-to-garment process. He also gained experience with other aspects of the printing business including inventory and customer service. Mauquann said he learned a lot about the printing industry, particularly how important speed and efficiency are in a production environment. He looks forward to continuing to learn more about the production process and printing in general.



Karensa Strieder



Mauquann Squire

Chowan University's Department of Communication Arts Host A Glimpse of a Maker's Gallery Exhibition

By Destiny Vaughan, Senior Graphic Design Major

Murfreesboro, NC -- To kick off the Fall semester, the Department of Communication Arts hosted the opening of A Glimpse of a Maker's Gallery: Shockoe Bottom Clay Exhibition in the Juanita Kelly Pond and Charles & Frances Hinnant Galleries in Green Hall on Friday, September 9, 2022. The exhibit features clay artwork by Victoria White Berry, Daniel Christie, Lesa Fleet, Susan Gaible, Mark Koslow, Jane Martin, Annegret Massey, Tracy Shell, and Buddy Terrell.

On display is a well-curated selection of utilitarian to decorative pieces from the Shockoe Bottom artists. The intent of the exhibit is to "show art students that when they graduate, this is a way for them to create, show and sell their 'art habit' by renting studio spaces like Shockoe Bottom Clay," shared Associate Professor of Art and Green Hall Galleries Director, Rob Buller. Shockoe

Bottom Clay is a unique place in Richmond, VA, that offers studio and gallery space, providing local artists with a place to make, show, and sell their artwork.

Visitors to the exhibit are encouraged to use the QR codes to learn more about Shockoe Bottom Clay. All artwork is for sale, and the artists and owners of Shockoe Bottom Clay will donate 20% of all sales to the Chowan University Clay Club.

The public is invited to view A Glimpse of a Maker's Gallery: Shockoe Bottom Clay in Green Hall now until September 30, 2022. Green Hall is open Monday through Friday from 9:00 am to 5:00 pm. For more information on the exhibit, you may contact Associate Professor of Art and Green Hall Galleries Director Rob Buller at buller@chowan.edu.



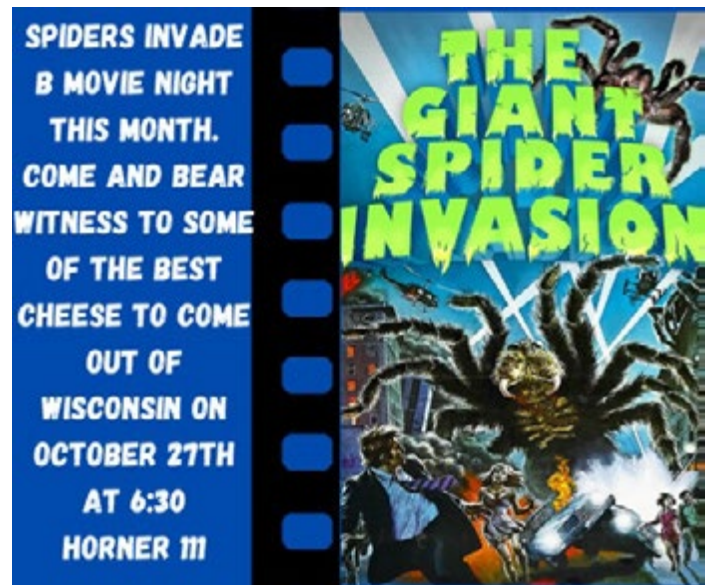
Mass Communication Brings Back B-Movie Nights with The Blade Master and The Giant Spider Invasion

Students and Faculty gathered to watch a pair of movies so horrific that they needed to be seen to be believed.

On Thursday, September 29th, Samuel Miller hosted a viewing of the 1984 sci-fi/fantasy disasterpiece, *The Blade Master*, from Italy. The story revolves around Ator, a barbarian scholar who must defeat the evil warlord, Zor. Zor seeks the power of the geometric nucleus to use as a weapon and subjugate the land. However, Ator stands in his way and has many magical powers, including the gift of hang gliding, that he will use to challenge the might of Zor.

If you enjoy schlock movies, this is the film for you. Complete with muscle-bound swordsmen and invisible enemies, this movie has it all regarding lousy production decisions and cheap costuming. It features several popular movie iconographies in the wake of more popular films like *Conan the Barbarian*.

On October 27th, *The Giant Spider Invasion* came to Chowan. This 1975 film features Alan



Event Promotion

Hale of Gilligan's Island fame as the sheriff of a Wisconsin town overrun with giant alien spiders. The movie displays all of the beauty of central Wisconsin, replete with a plethora of bad actors who are so appalling that by the end of the film, you will be rooting for the spiders. After watching this film, you will wish you were stranded on a deserted island.

If bad holiday tv specials sound more appealing than large spiders sitting on top of cars, be sure to show up for the next B-Movie night on December 1st. We have a double feature of poorly animated Christmas classics: *The Christmas Light* and *Rapsitte Street Kids: Believe in Santa Claus*.

FBLA- C Treat Bags Fundraiser

Members of Chowan University's chapter of Future Business Leaders of America – Collegiate (formerly Phi Beta Lambda) gathered on October 26 to assemble Halloween treat bags. This annual fundraiser's proceeds to the American Cancer Society. Over 300 bags were sold and delivered. Many thanks to those who purchased bags and supported this fundraiser.

For more information about FBLA-C, contact Patsy Taylor, Faculty Adviser, at taylop@chowan.edu.



Alexa Woolson Completes Internship at Keiter



Alexa has known that she wanted to be an accountant since the eighth grade. She completed her six-week internship over the summer at Keiter, a certified public accounting firm

serving businesses in the Richmond, Virginia area. She says, "After studying the subject for three years at Chowan and gaining work experience with Keiter, this internship has solidified my choice."

She first learned of the internship opportunity through her accounting professor, Shannon Williams. Mrs. Williams believed the opportunity would benefit Alexa, so she connected Alexa with the company and Alexa applied in the fall of 2021. After Keiter initially declined her application for an internship, she persisted. At Keiter's suggestion, Alexa applied for the externship program, a two-day experience in which she would visit the office and learn what public ac-

counting firms do. She was determined, however, and inquired about full-time employment after graduation.

Her question prompted Keiter to ask again for her resume. After this, she attended an interview on Microsoft Teams, a process she described as a "Q&A and going over my resume," and felt the process was more relaxed than she had anticipated. She noted that they made the interview process as comfortable as they could. They sent her the application for the internship a week later, which led to her acquiring the internship position.

On the first day, the interns went to an escape room together as a team-building exercise. She enjoyed getting to know her fellow interns, as Keiter arranged many group activities throughout the experience to acquaint the interns with each other. These events included escape rooms, bowling, movies, and even a helicopter ride. The group of interns then spent the remainder of the first week in the Keiter learning lab completing training exercises. The following week, they began working, as they assigned each intern to either tax or audit. Alexa, assigned to tax, gained experience preparing tax returns for their clients, including partnerships, individuals, and C-corps.

Continued page 13



Homecoming 2022 T-shirts

Communication Arts is proud to announce this year's limited-edition Homecoming 2022 t-shirt. This year's shirt was designed by the Graphic Design Club, led by Mr. Jason Fowler. Dr. Michelle Surerus and her GC 243: Specialty Printing class

took the lead on production. This included preparing screens and setting up for printing. Other Communication Arts students were invited to join the printing process and also worked to help with distribution.



*GC students
Darrell Cobb,
Mauquann Squire,
and
Karensa Strieder*

Alexa Woolson Completes Internship at Keiter *continued*

In addition to gaining work experience, she also enjoyed the opportunity to network, as she attended departmental outings where she met associates and managers who, in some cases, she had not met in the office. Alexa notes, "I believe if a student wants to go into accounting, they should work for a public accounting firm. There is knowledge seeping from the walls ready to be learned."

Through this experience, Alexa honed her skills with Adobe and other software while completing tax forms. She was assigned a designated buddy and a performance coach, the former

to help with getting acclimated to the environment, and the latter to help with career goals. In a conversation with her coach, Alexa expressed her interest in joining the firm full-time after graduation. Her coach then arranged a call with a firm partner to discuss options.

"The internship has furthered my desire to be an accountant," says Alexa. After graduation in December, she will begin another internship from January through April, which will allow her time to work through the busy season. She will then begin full-time with the firm in October 2023.

Kappa Pi travels to Richmond VA

On Saturday, October 29, 2022, Professors Rob Buller and Jason Fowler took a group of Kappa Pi honor students to Richmond, Virginia. The group visited the Virginia Museum of Fine Arts and then took a gallery tour in the Shockoe Bottom area of the city.



Business Student of the Month

SEPTEMBER ALEXA WOOLSON

Alexa Woolson was chosen as the Business School's student of the month for September. She is pursuing a Bachelor of Science in Business Administration with a concentration in accounting and a minor in information systems and economics. Alexa is from Williamsburg, VA. She came to Chowan University because of volleyball and small classes.

Alexa feels that coming to Chowan has been a good decision and has exceeded her expectations. Some of her favorite things about Chowan are the School of Business, sporting events, and the friends that she has made while at school. She is a member of the Honor Society, Alpha Chi, and Sigma Beta Delta. Her favorite class has been IS 455, Web Application and Development, which she is taking this semester. She stated that she liked it because gets to see and manage the layout of the desktop. Alexa's best advice to freshman students is to push themselves outside of their comfort zone and join activities and get involved.

Alexa will graduate in December 2022. She plans to join a public accounting firm. Alexa is a joy to have as a student and we wish her all the best. We know she will succeed in any endeavor she chooses. Congratulations, Alexa!



Communication Arts Student of the Month

SEPTEMBER CARSON EVERETTE

Everette is the Communication Arts student of the month for April. He is a Mass Communication major just finishing his first full year at Chowan. A big reason for his decision to come to Chowan University was his offer to join the university's baseball team. Carson hails from Greenville, North Carolina.

Carson's decision to come to Chowan was relatively easy to make. Besides his baseball offer, he has met many friends beyond the baseball diamond. He typically cannot remember names, but he has become comfortable enough to recall somebody by more than just their face. He does not have a favorite class because each one offers up something different and challenging. Carson says he prefers smaller class sizes because they feel more individualized, even though he can easily adjust to a larger classroom.

As mentioned before, Carson plays baseball for Chowan as a relief pitcher. He was a starting pitcher at the beginning of the season because of COVID but readily prefers working out of the bullpen. Carson has yet to encounter any problems here at Chowan, whether academic or otherwise. Aside from being nervous during his part of the presentation during Dr. Moore's Blue and White book panel, Carson has handled the demands of college life well.

Carson joined the Mass Communication program with the intent of becoming a sports broadcaster. His mother and grandmother both believed that he would excel at such an oppor-



tunity, and he will find several chances to do so in the emerging sports media track in the program. When Carson graduates, he wants to take the skills learned in the Mass Communication program and call football games. While he does enjoy playing baseball, he prefers the quicker action of a football game.

While Carson is only finishing his first year at Chowan, he is already showing his potential in the classroom and on the baseball mound. We know that Carson will progress even further in his second year. Congratulations, Carson!

Business Student of the Month

OCTOBER NATHAN TOWNSEND

October's Business Student of the Month is Nathan Townsend, a senior student-athlete who came to Chowan from Jacksonville, NC, although he has lived in many parts of the country, as a member of a military family.

Although Nate preferred the years he lived on the West Coast, in Oceanside, CA, he decided to stay on the east Coast for college and picked Chowan for its Lacrosse program and coaching staff. He learned that Chowan is different from other places he has lived. There is a sense of togetherness, where he can enjoy socializing with his friends and teammates. He has also developed what he considers his best quality, perseverance and a "never give up" attitude. This has helped him weather not only life's ups and downs, but also a nearly season-ending shoulder injury last spring.

Nate is an outstanding scholar, earning a perfect 4.0 in the classroom. A member of the Honors College, he has been recognized for his academic achievements by his induction into Alpha Lambda Delta, Sigma Beta Delta, and Alpha Chi. His writing ability earned him the honor of the Howard Award, the Department of Business's annual award for the junior with the most outstanding business communication skills.

While Nate is still uncertain of his plans after Chowan, he does know that "the way the world is trending, business offers more options." His degree in Business with a minor in accounting will provide the foundation for him to be as successful in his career as he has been at Chowan and help him to fulfill his goal of "exploring the world."

Congratulations, Nate, on your selection as October's Business Student of the Month. We know your determination and drive will take you far in life.

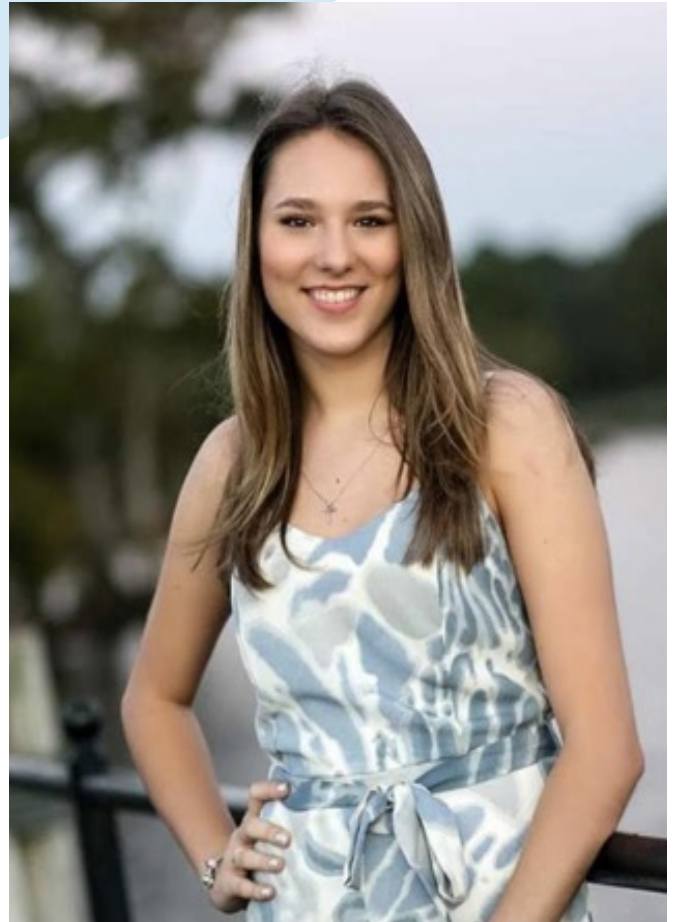


Communication Arts Student of the Month

OCTOBER KAYLEIGH ROBERTS

September's Student of the Month for Communication Arts is Kayleigh Roberts. Kayleigh became a Studio Art major with a minor in education last semester. Her goal is to become an elementary school art teacher, but her dream is to have her own art studio. When asked about what she likes the most about being a studio art major, she said, "I like making art because working with my hands is very important to me, that is how I become one with my pieces". What she loves most about Chowan is how the students, staff, and faculty are so supportive and caring, like a "close knit family." "Chowan is a beautiful place to be, it feels like one of those cozy small towns that you see in a Hallmark Christmas movie".

When asked to explain her thoughts on her choice as a Studio Art major, she explained in three words: patience, exposure, and gratitude. Patience, because every medium of art has a different pace, some require fast motion, while others require you to take your time and breathe. Exposure, because it opened her eyes to the different forms of art and it unlocked abilities that she did not know she had. Gratitude, as she is grateful for the experience, the connections, and the evolution of her work that this learning experience has given her. The Studio Art program is proud of Kayleigh's accomplishments in the past year, and we wish her much success in her academic career and beyond.



Social Media Channels:

Business Department:

<https://Facebook.com/ChowanUBusiness>

<https://Instagram.com/ChowanUBusiness>

Communication Arts Department:

<https://Facebook.com/ChowanCADept>

Mass Communications Program:

<https://Facebook.com/MassCommunicationChowan>

https://Instagram.com/Chowan_Mass_Communication

Graphic Design Program:

<https://Facebook.com/ChowanDesign>

<https://Instagram.com/ChowanDesign>



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Design and printing by
Wm. A. Krueger School
of Graphic Communications.

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through the School of Business &
Design, please visit:

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GC students on press