



CHOWAN
UNIVERSITY

School of Business & Design

Newsletter

January/February 2023

IN THIS ISSUE...

Kappa Pi Inductees

Chowan Celebrates
National FBLA Week

Three Women and an
Onion

Three Women and an
Onion Poster

Miller Visits with Potential
Majors

Chowan Department of
Business Welcomes Nucor

Campapalooza

MC B Movie Night

Theatre@Chowan Donates
to PAWS

Business Classes Host
Guest Speakers

Chowan Annual NCICU
Conferences

Mass Communication
Creates MAT Promotional
Video

CA Faculty Achievements

Students of the Month

9th Annual CA Photography
Comp.

Student Art Show Helping The Future By Showing The Present

Written by Amber Mann

The 53rd Annual Student Art & Design Exhibition premiered in the Pond and Hinnant Galleries in Green Hall on February 3, 2023. This show helps artists receive recognition for their art and encourages them to further their dreams and aspirations.

This art show has been going on for the past 53 years. When asked what this show's purpose was, Mr. Buller responded that it helps students build up their confidence in the quality of their art. Mr. Buller has been in charge of this art show for the past 7 years. He shared that he has seen the quality of art improve vastly over the years. Students can submit any



(L to R): Sreshta Puducheri, Savion Woodley, Destiny Vaughan,
and Hannah Smith.

style of art like photography, paintings, drawings, photo manipulation, ceramics, etc. This art show was designed to show students the value of hard work and dedication. It is a juried art show, meaning there is a judge that picks all the pieces that can be entered into the exhibit. This same judge also picks the winners of the art show. One of the perks of entering this art show and being picked is the satisfaction of knowing that the students' art was good enough to make it into the exhibition. This show also helps set the foundation for artists to form healthy competitions. The art world can be very competitive and this show can demonstrate how to compose yourself whether in success or acceptance. Just entering this art show can be a great thing to put on one's resume and can help the artist with future experiences. This show is open to all students and all forms of art. When asked what word of advice he would give the artist, Mr. Buller said, "Craftsmanship is the key in whether a work is successful or not." He also recommends that students start early in preparation for next year's art show. One can never start too early on working on their next masterpiece.

The 53rd Annual Student Art & Design Exhibition was open until March 3, 2023.

Congratulations to the award winners of the 53rd Annual Student Art and Design Exhibition!

1st Prize – \$150.00, & The Provost Award

Jan Gastal, "Self-portrait"

2nd Prize – \$100.00 (tie)

Destiny Vaughan, "Sanguine"

Sreshta Puducheri, "GURU"

3rd Prize – \$75

Mary Orletsky, "Ancient Water Pot"

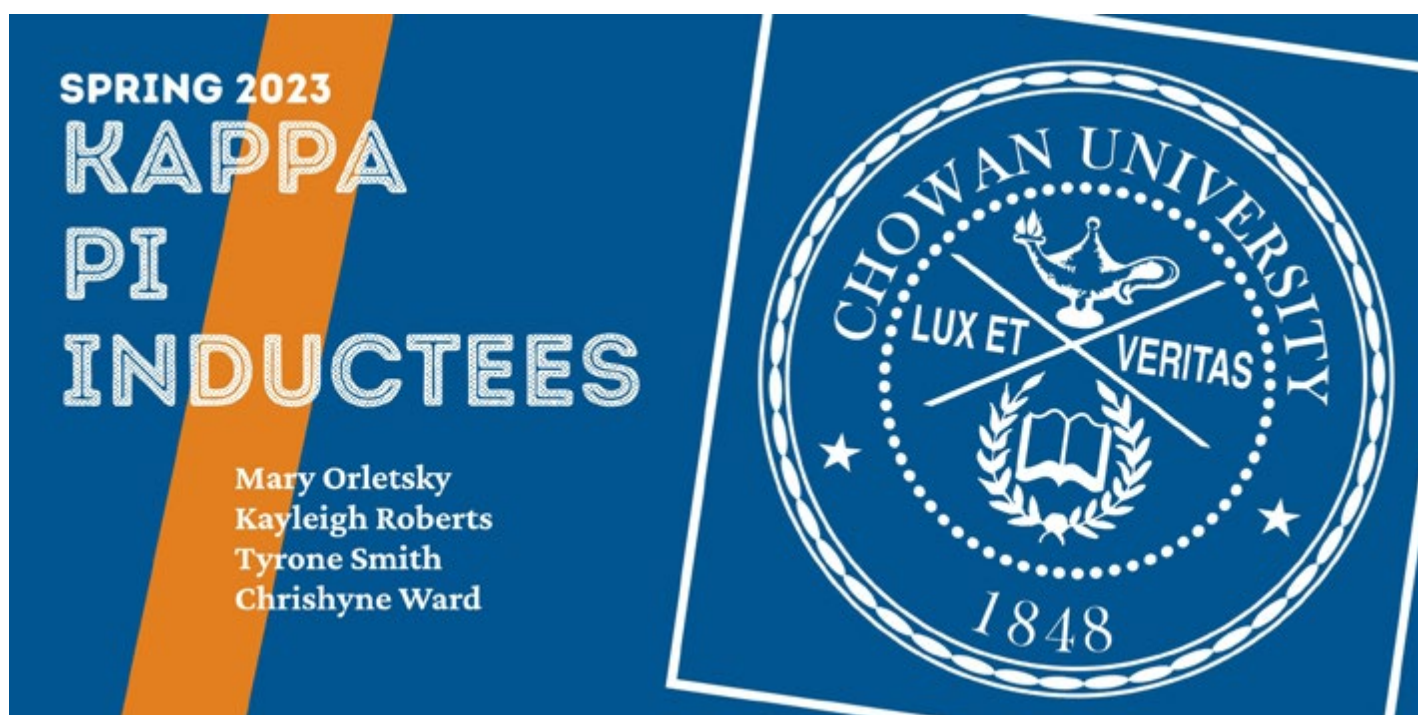
Honorable Mention – \$25.00

Savion Woodley, "All of Me"

Koray Sessoms, "Who are You?"

Ishcah Browne, "Hibiscus"

Hannah Smith, "Untitled"



Chowan's FBLA-Collegiate Chapter Celebrates National FBLA Week

Members of Chowan's chapter of Future Business Leaders of America – Collegiate celebrated National FBLA Week February 5-11. Members visited business classes during that week to promote FBLA. They shared some Valentine treats and promoted the Department of Business t-shirt, the group's current fundraiser.

For more information about Chowan University's FBLA-C Chapter, contact Patsy Taylor, Chapter Adviser, at taylop@chowan.edu or Simone Brooks, Chapter President, at sdbrooks0925@chowan.edu. Also, if you would like to purchase a Department of Business t-shirt, see Patsy Taylor in McSweeney 113.



(Front L to R): Simone Brooks, Trevon Abraham, Adasia Boone, D'Andra Flora, Shakirra Clark
(Back L to R): Elijah Brown, David Clark, Genesis Joyner, Patsy Taylor



FBLA-C meets with BUS 329, Consumer Behavior.



FBLA-C meets with BUS 110, Introduction to Business



FBLA-C meets with BUS 220, Foundations of Marketing Theory



FBLA-C meets with BUS 321, Advertising and Sales Promotion

Three Women and an Onion at Chowan University

MURFREESBORO—Chowan University Theatre will present Ryan Bultrowicz's short comedy, *Three Women and an Onion* on March 31, April 1, and April 2 at Chowan University.

A mysterious onion keeps reappearing in the kitchen of three middle-aged roommates. Sammie wants to throw it out, Kelli wants to chop it in half, and Erica kinda likes it. As the friends peel back the layers of the mystery, feelings of fear and anxiety quickly rise to the surface. But when the bloomin' onion begins to fight back, the intent of the onion rings true—and it isn't good.

Ryan Bultrowicz's fast-paced, short comedy is an absurdist look at how we tend to make mountains out of, well...onions. It will have you

laughing and wondering if an onion is just an onion...or maybe it's much, much more.

The cast consist of three local community actresses including Lori Harders, Deborah Stanley, and Erin Messer. Steven Harders, Professor of Speech & Theatre at Chowan, directs.

Performances are Friday, March 31, and Saturday, April 1 at 7 pm, and Sunday, April 2 at 2:30 pm. Performances take place in Turner Auditorium in the McDowell Columns Building on the Chowan University campus. There is no charge for admission, but donations will be accepted. All donations will benefit a local nonprofit, CULTIVATOR, Inc, -- promoting rural literacy, food access, and creativity.

Miller Visits With Potential Majors



During the winter break, Samuel Miller of the Mass Communication program visited two high schools in the seven cities region to talk to students about Chowan University.

Dr. Miller talked to students at Churchland High School in Portsmouth, Virginia, on December 7th and followed that trip with a visit to Woodside High School in Hampton, Virginia, on December 13th. The topic of his presentation centered on the growing Mass Communication program at the university. He discussed the different concentrations within the major, emphasizing the burgeoning Sports Media track where students would be in charge of sports productions that covered Chowan's

athletic teams. He also mentioned what students who learned under him were doing postgraduation, which included jobs in the NBA, NFL, and NHL. He also provided information on the upcoming summer academic camps in June, including a Mass Communication camp where students get to produce an entire promotional campaign for an imaginary product of the students choosing.

Students asked excellent questions about the programs and the summer camps during both visits. Their genuine interest in the program and probing inquiries about campus life made the atmosphere of the visits enjoyable. Dr. Miller would like to thank Lekeya Massenburg (Churchland) and Reginald Crudup (Woodside) for allowing him to speak with their students.

Three Women & an Onion



**A short comedy by
RYAN BULTROWICZ**

Free Admission
Donations accepted*
Turner Auditorium



*All donations benefit THE CULTIVATOR

March 31 & April 1 at 7 pm
April 2 at 2:30 pm
2023



Chowan University Department of Business Welcomes Nucor for Interactive Experience

Written by Harri Lovett

MURFREESBORO, NC – After visiting the Hertford County Plant in Cofield, NC, on February 16th, senior business students of Chowan University were afforded the opportunity to get “hands-on” in an interactive business model game hosted by executives from Nucor, the largest and safest producer of steel in the United States.

Four executives from Nucor’s Hertford County steel mill facilitated the “Dollars and Tons” game for twenty business students in Chowan University’s McSweeney Hall. Tasks in the activity were designed to replicate a real-life model of a corporation. Students were tasked with building their own business strategy, considering factors such as incomes, trade, marketing, loans and interest rates, expenses, and available resources to return a profit. Courtney Vincent, who graduated from Chowan in 2020, returned to Murfreesboro as one of Nucor’s representatives. Courtney now works as a claims administrator for Nucor’s Hertford County plant and stated “These activities prepare students for real life. It is great to see business students performing as business professionals with these tasks in the same way my colleagues and I do on a daily basis.”

Courtney was joined by a fellow Chowan University alumna, Harley Draper (formerly Williams), who has served as an accountant for Nucor since her graduation. Students were also able to learn from Cindy Harrell, the accounting supervisor for the plant, and Heather Niemetz, an inside sales representative. In an environment with competition at the core, students had the opportunity to tap into these business professionals’ perspectives in gaining an upper hand over their classmates. Wesley Illes, a senior business major graduating this May, stated, “it has been something unique and been an eye-opener for a lot of us today. There are a lot



Cindy Harrell explains the strategy game to the students.



Wesley Illes performs some calculations while Mrs. Williams and Mrs. Harrell look on.



Michael Correa Campos and Valentina Domenicone take a break while their team members place bids at the market.

Image to the right: (L to R) Phillip Tonsel-White, Damarai Brown, Hesley Masara, Valentina Domenicone, Igor Proszynski, Cheick Traore, Joao Nascimento, Devonte Washington, Michael Correa Campos, Warren Bailey, Mike Sitarski – Nucor Environmental Engineer



Image to the left: (L to R) David Clark, Simone Brooks, Zachary Adams, Camryn Snow, David Liverman, Nathan Townsend, Shakirra Clark, London Williams, Dr. Hunter Taylor

of moving parts to corporations that a textbook does not always cover, so today has been brilliant."

"We are appreciative of Nucor partnering with us to provide this real-life simulation for our students," said School of Business and Design Dean, Dr. Hunter Taylor, "This was a fantastic interactive experience that brings financial concepts to life in a way that helps our students better understand strategic decisions. The Nucor team was amazing, and we appreciate their time investing in our students' futures."

Chowan University would like to thank Nucor for their support of our students and sharing their knowledge with the esteemed business program. Well done to all participating students!



Devonte Washington determines his group's profitability for last month's production.



Left image: The teams submit their bids. Right image: Damarai Brown (right) discusses the team's strategy with Phillip Tonsel-White.



CHOWAN
UNIVERSITY

ACADEMIC SUMMER CAMPAPALOOZA

Available Camps:

- » Bridge to College
- » Crime Scene Investigation
- » CU CATALYST
- » Drawing History
- » Horror Films, History, and Pop Culture

- » Movie Making
- » Music Exploration
- » Studio Art
- » Vocal Workshop



Scan here for more information.

JUNE
18th - 23rd,
2023

Mass Communication Brings Back B-Movie Nights with Cynthia Rothrock and Tom Hanks?

Students and Faculty gathered to watch a pair of movies that encapsulated the zeitgeist of their eras with its panics and pandemonium.

On Thursday, January 26th, Samuel Miller hosted a viewing of the 1992 action-fest "Honor and Glory". Cynthia Rothrock's character is trying to take down billionaire banker Jason Slade who happens to come into possession of a nuclear warhead. Slade is looking to sell the device to the highest bidder. However, Rothrock is determined to stop Slade with the help of a few friends who all know karate because, of course, they do. Complete with bizarre fight choreography, awkward screaming, and awful line reading, this movie has it all in terms of bad production tropes. Pepper in bizarre decisions like filming a powerful businessman's office in the local Holiday Inn conference room, and you have a serious action film that will leave you in stitches.

On February 23rd, the game of "Mazes and Monsters" debuted on Chowan's campus. This 1982 made-for-TV movie stars Tom Hanks in his first leading role. He is a young college student who begins to blur the lines between fantasy and reality. After one particular game, he begins to take on his character's mannerisms outside of the campaign. His delusions lead him to cut ties with his girlfriend and seek a mysterious treasure that is on the roof of the World Trade Center. Seemingly without clues, his friends must try to find him before he falls into the trap of his own making. After watching this film, you will think the writers rolled a natural one to create an intriguing plot.

In March, B-Movie night goes back to the action shlock well again for a dose of bad acting that rivals your nephew's third-grade acting ability. Be on the lookout for "The Russian Terminator".



Event promotional flyer

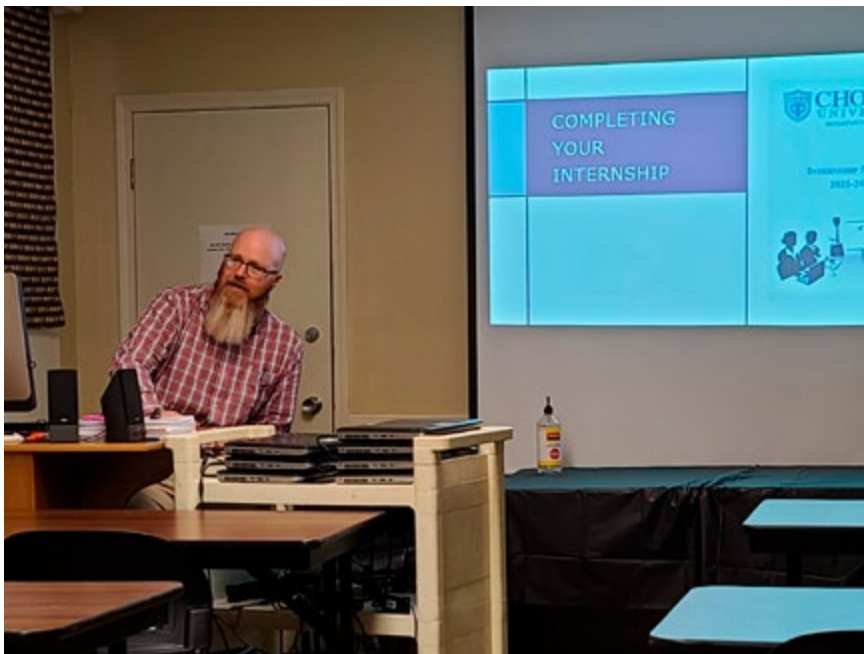
Theatre @ Chowan

Theatre@Chowan Donates to PAWS

Chowan's Theatre Director, Steve Harders, delivered a check for \$531 to PAWS of Hertford County earlier this semester. PAWS is a non-profit, volunteer run animal rescue located in Winton, NC. This donation was raised by the Theatre@Chowan program through theatre production admissions and donations.

Business Classes Host Guest Speakers

Dr. Danny Moore, Provost, spoke to Mrs. Taylor's Introduction to Business class on Friday, January 27 on the topic of academic integrity. Students were actively involved in responding to ethical prompts in his "Cheating or Fair Game" scenarios. Thank you, Dr. Moore.



Dr. Hunter Taylor, Dean, School of Business and Design spoke to Mrs. Taylor's Business Colloquium class about internships on Tuesday, January 31. He talked about the requirements, process, and advantages of completing an internship prior to graduation. Thank you, Dr. Taylor.



Thank you to Kim Bailey, Assistant VP for Advancement and Director of University Relations and Communications, for speaking to Mrs. Patsy Taylor's Advertising and Sales Promotion class on Thursday, February 2. She talked about the various aspects of her position here at Chowan and focused on public relations and social media.

Effective time management is such a crucial part of a college student's success. Dr. Hunter Taylor, Dean of the School of Business and Design shared some time management tips with Mrs. Taylor's Introduction to Business class on February 10, 2023. Thank you for sharing your time with our students, Dr. Taylor.



Chowan Well Represented at Annual NCICU Conferences

The North Carolina Independent Colleges and Universities (NCICU) held their annual Communications & Marketing and Development conferences on January 10th and 11th, respectively. Chowan had six representatives at the conferences, and four presented.

The Marketing and Communications meeting was held at Elon University on Tuesday, January 10th. Kim Sherman Bailey, Assistant Vice President for Advancement and Director of University Relations and Communications, served on the planning committee and led a round table discussion on "Doing More with Less." Jason Fowler, Assistant Professor of Graphic Design, hosted a session, "Graphic Design – What Appeals to Audiences Today," and new staff member Chris Whaley, University Communications Graphic Designer, attended the conference.

Bailey's round table facilitated discussion among communication and marketing professionals regarding the ever-growing need to do more with less, sharing tips and tools that make their workflow more efficient.

Professor Fowler had a full room during his session on graphic design, focusing on the personal and emotional impact of design. He used the example of three big brands that have "gone personal:" Vans, Apple, and McDonald's. He encouraged his colleagues to "think small" and create content to interest students. "Presenting



at the 2023 NCICU Communications & Marketing Meeting was such a rewarding experience," shared Jason Fowler. "I am exceedingly grateful for the chance to engage with fellow NCICU designers and communicators about ways to better reach our students and alumni. It was truly an honor."

On Wednesday, January 12, Chowan University's Andy Wilson, John Tayloe and Ashley Gustafson attended the Development Conference hosted at Guilford College. Tayloe and Wilson served on the planning committee for the conference and hosted sessions.

Tayloe's session, "Planned Giving: Best Practices Discussion," allowed opportunities for planned giving officers to discuss current hot topics and goals. Wilson teamed up with LaDaniel Gatling, Vice President for Advancement and Alumni Relations at Guilford College, and Robin Gordon, Director of Annual Giving at Campbell University, for a session on "Planning and Executing a Successful Giving Day." The trio shared their strategies for establishing goals and work plans, sharing successes, and sharing lessons learned from their Giving Day experiences.

"Participating in the NCICU conferences was a great opportunity for our staff to learn some best practices from our colleagues across the state," shared Andy Wilson, "we look forward to returning next year."



Mass Communication Creates MAT Promotional Video

Faculty from the Communication Arts Department and Education created a video promoting the Master of Arts in Teaching degree.

Over the winter break, Dr. Ella Benson, Professor Jason Fowler, and Dr. Samuel Miller collaborated to produce a new promotional video for the graduate program. Benson and Fowler interviewed and filmed Mike Berk, a retired Army veteran pursuing his advanced degree to bolster his teaching resume.

Berk's testimonial served as the voice-over for the promotional video highlighting the distinct features of the MAT's online program and how the program faculty are there to help students every step of the way, all while capturing the beautiful scenery around campus. Dr. Samuel Miller is grateful for Graphic Design supplying additional video graphics. Their assistance has helped make the video content look even more professional. Dr. Miller wants to let other academic units know they can contact him if they want promotional video content for their program.



CA Faculty Achievements:

Dr. Sam Miller was awarded a Central States Communication Association Convention top paper/panel award by the CSCA, Central States Communication Association. He will travel to the convention in St. Louis, Missouri this spring to present his work.

Professor Rob Buller will be working with the NCECA, the National Council on Education for the Ceramic Arts, Board of Directors, and on-site planners to help plan the upcoming national conference to be held in Richmond, VA in March of 2024. This event has historically drawn 3,000 to 4,000 highly motivated ceramic art majors, professors, presenters, speakers, experts in pedagogy, art history, and more from across the U.S. and internationally.

Business Student of the Month

JANUARY WESLEY ILLES

Congratulations to Wesley Illes on his selection as Chowan University Department of Business's Student of the Month for January 2023!

Wesley is completing his studies toward a Bachelor of Science in Business Administration with an Accounting concentration. He is also pursuing minors in Management and Economics and maintaining an exemplary GPA. He is a member of Sigma Beta Delta Honor Society and has earned Dean's List recognition for the Spring 2021, Fall 2021, and Fall 2022 semesters.

Wesley hails from the Caribbean island of Aruba, located just off the coast of Venezuela, which is a constituent country of the Kingdom of the Netherlands. Because of Aruba's rich, multinational culture, He is fluent in four languages: Papiamentu (the native language of Aruba), Dutch, English, and Spanish. His Dutch mother is an elementary school teacher, while his Surinamese father works in information technology.

In addition to his scholastic achievements, he plays the position of striker on the Chowan University Men's Soccer Team. After beginning his collegiate career at the University of Aruba, he transferred to Chowan to continue his studies in accounting with the goal of becoming an entrepreneur.

Wesley is graduating from Chowan in May and plans to move to the Netherlands to gain valuable work experience before beginning graduate studies in finance. He offers this advice to other students: "Whatever major you choose, when it is no longer fun, don't quit! Every major that is worthwhile can become challenging!"

Wesley, the Department of Business faculty know that you will be successful in reaching these career goals! Congratulations and good luck!



Communication Arts Student of the Month

JANUARY KARENKA STRIEDER

The March Student of the Month for the Department of Communication Arts is Karensa Strieder. Karensa is a senior who was introduced to graphic communications at Chowan through the GC Summer Camp in 2019. Her high school photography teacher is also alum of the graphic communications program at Chowan.

Karensa notes she was initially interested in studying graphic design, but when she learned that graphic communications provided a wider focus, including printing and other reproduction processes, she realized this was more in-line with her career goals. Her career ambitions include working for a marketing or consulting agency to help companies manage their complete visual identity, from branding, advertising and design through printing. When asked what her favorite part of graphic communications is so far, Karensa said, "Designing – by understanding the print side of things, I'm learning how to design in a way that the printing part will go as expected – meaning my piece will come out as planned."

In 2021 at the 56th Annual PICA Awards Student Competition, Karensa earned Best of Category for her solo project called "Rosie's Corsage Package," and a Special Judges Award for "Welcome Package," created with a team of two other students, all completed under the guidance of Dr. Mitchell E. Henke. She also earned an Award of Excellence in the 55th Annual PICA Awards Student Competition in 2020 for her work "Murfreesboro Historical" completed under the guidance of Dr. Michelle Surerus. She was selected as a winner of a PICA Foundation Scholarship by graphic communications faculty. She was also awarded the Chowan Presidential Scholarship and the Chowan Leadership Scholarship. Karensa is listed on the President's List for numerous semesters and is an active member of the Honors College, Kappa Pi, Sigma Tau Delta, Alpha Lambda Delta, and Rotaract.



She also works as a student worker in Chowan's on-campus Production department creating designs and preparing files for press.

Karensa spends her free time reading and playing video games with friends. She also enjoys spending time with her black cat, Pepper. Congratulations, Karensa, on your selection as the March Communication Arts Student of the Month.

Business Student of the Month

FEBRUARY HALEIGH REID

Haleigh Reid has been chosen as the Business School's Student of the Month for February. She is pursuing a Business Administration degree with a concentration in Marketing. Haleigh is from Colonial Heights, Virginia. She was interested in Chowan University because of the softball program and once she toured the campus, she was attracted to the down-home environment.

Haleigh feels that choosing Chowan has been her best decision. Chowan has exceeded her expectations. She has a good relationship with her professors and feels like they are her confidants. Haleigh plays softball and is in Honor's College. She is also a member of Alpha Lambda Delta. Her favorite class has been Human Resource Management, as it aligned most with her interests and is a field that she plans to pursue once she graduates.

Haleigh's best advice to freshmen is to stay on top of their work and reach out to their professors if they need help. The professors want to help you. She also says, "Be a positive soul in class and all around you because you can change people's lives just by being positive."

Haleigh will graduate in May 2023. She hopes to return to Chowan and complete her master's degree. Haleigh 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.



Communication Arts Student of the Month

FEBRUARY **ULYSES ORTEGA-ESPINO**

Ulyses Ortega-Espino is February's Communication Arts Student of the Month. This is Ulyses's second time winning the award and he continues to deserve every accolade he receives. As a graphic designer and student in Chowan's Communication Arts program, he is constantly researching and practicing ways to refine and increase his design skill and knowledge base. He continues to push his work to the next level and is never satisfied. This semester, he has begun experimenting with incorporating After Effects animations into his stationary photo work, in order to add flavor and pizzazz to the work.

Currently, Ulyses focuses his time and energy on his photography work, acting as the team photographer and social media manager for the Chowan Football Team. His desire is to turn his work photographing athletes and creating social media posts into a similar role with an NFL football team after graduation from Chowan. Professor Fowler said of Ulyses, "In all my time working with Ulyses, he has never failed to impress me with his ideation and his work ethic. I know that whatever Ulyses decides to do with his design work will be fantastic and will challenge others to improve as well."

Congratulations Ulyses, on your selection as the February 2023 Communication Arts Student of the Month!





9th Annual Communication Arts Photography Competition & Exhibition

The 9th Annual Communication Arts Student Photography Competition and Exhibition was hosted online at Arts at CU (www.chowan.edu/artsatcu) and on the Communication Arts Facebook page starting Friday, March 3, 2023. This year's competition included a new faculty/staff category in addition to the traditional student category. This year's virtual exhibition includes 30 photographs in the student category and 23 photographs in the faculty/staff category. Photographs included in the exhibition are chosen by the Communication Arts faculty.

The annual competition was open to all Chowan University students, faculty and staff. Participants were invited to submit up to two photographs that were taken between January 1, 2022 and Feb 24, 2023. Awards will be announced in a virtual awards announcement on Friday, March 17, 2023. First, second, and third-place winners will be announced for each category (student, faculty/staff). Student winners will receive cash prizes. Faculty/staff winners receive bragging rights. A Provost's Choice Award will be selected by Chowan University Provost, Dr. Danny Moore and a Dean's Choice Award will be selected by Dean



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of the degree programs offered
through the School of Business &
Design, please visit:

<https://www.chowan.edu/academics/school-business-and-design>

of the School of Business and Design, Dr. Hunter Taylor. A People's Choice Award will be given to the photograph with the most Facebook likes by noon on Wednesday, March 15, 2023.

Link to facebook page: eLink to www.chowan.edu/artsatcu