

Interning in . . .

THE REAL WORLD

MCGAUGHY PROFESSIONAL DEVELOPMENT CENTER

COLLEGE OF BUSINESS & ECONOMICS, LONGWOOD UNIVERSITY

A Newsletter for the faculty and students of the College of Business and Economics of Longwood University

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“If you are interested in arranging an internship, please come by the McGaughy Professional Development Center to discuss future possibilities.”

LONGWOOD
UNIVERSITY

Editor: *Nancy C. Postans*

FOUR GENERATIONS OF THE MCGAUGHY FAMILY ATTEND LONGWOOD

Page McGaughy and husband, Dr. Odilon Delcambre, attended Longwood's Holiday Dinner and Concert along with 12 of their friends and family to hear her grandson, Bryan Axson sing with the Camerata Singers.

Mr. Axson is studying music education and is the fourth generation to attend Longwood University. His great grandmother, Maude Moseley Cook, attended Farmville State Teachers College in 1912 for two years then again to Longwood College and graduated with a four year degree in 1956 with a Bachelor of Science and a Minor in Elementary

Education. His grandmother, Page Cook Axson McGaughy Delcambre graduated in 1946 with a Bachelor of Arts in Liberal Studies, Elementary Education. His aunt, Katherine Moseley Axson Keel graduated in 1974 with a Bachelor of Science in Social Work (is now an attorney). Mr. Axson is a junior and expects to graduate in May of 2010.

Ms. McGaughy and late husband John, established an endowed scholarship and in 2003 the John B. and Page Cook Axson McGaughy Professional Development Center originated in the College of Business and Economics.



Page McGaughy and husband Dr. Odilon P. Delcambre attended Longwood's Holiday Dinner and Concert to hear her grandson, Bryan Axson sing with the Camerata Singers.

CBE STUDENTS STUDY IN THE BAHAMAS



During their winter break CBE students took time out to study the interconnectedness of real estate development, natural systems, and the global economy on a recent trip to Green Turtle Cay in the Bahamas with faculty members Dr. Bennie Waller, Dr. Evelyn Hume and Ms. Claire La Roche. Enjoying a day of fun in the sun (sitting above left to right - Dr. Waller, Tiffany Ross, Chelsea Miller, Casey Treon, Courtney Barnes, Sarah Levin, Christine Pichardo, Judy Karp and Dr. Hume. Standing left to right - Ms. La Roche, Jeff Luckring, Harrison Johnson Corrine Schleig and Angela McBride.

COMMENTS ABOUT THE MCGAUGHY PROFESSIONAL DEVELOPMENT CENTER

“The McGaughy Professional Development Center not only insures that students know what is required of them to complete their internship but also aids students in finding and completing their internship successfully. Many students are intimidated at the thought of an internship, but the MPDC alleviates anxiety and helps the internship be a fun and rewarding experience. My internship was very beneficial to me because it taught me the importance of communication between a manager and their subordinates. A positive outcome associated with doing an internship is the job search and interview experience gained from obtaining the internship. This process gives each student the tools they need to be successful when searching for a job post graduation.”

Donna Joy Bolte,
MANG, Class of 2007
MBA Retail, Class of 2009

“Longwood’s College of Business and Economics internship program (the McGaughy Center) was one of the main reasons I chose to transfer to Longwood University from VCU. It gives you a chance to learn through real experiences in the business world. You can’t get an advantage like that just from the classroom!”

Jennifer Lay, MANG
Class of 2010

“The McGaughy Center provides students an array of starting career options, otherwise known as internships. The Center not only helps students prepare for their internship, but gives them the opportunity to get real world experience in an internship that students will carry with them throughout their lives. Without the McGaughy Center I would have never taken that first step to a career experience that has led me ultimately to my first job after graduation. The Center was consistently there throughout my internship answering any questions that I or my supervisor had. The internship experience is a very rewarding opportunity for undergraduate students and without the McGaughy Center supporting students like they do, we would really be missing out!”

Holly Cooney, FINA
Class of 2009

CBE STUDENTS AT WALT DISNEY WORLD



During winter break, marketing and management students along with professor Dr. Roy Creasey spent time at Walt Disney World in Orlando, Florida learning how Disney applies management and marketing principles at the resort. They also enjoyed the theme parks and dinner with Mickey. Pictured standing - left to right - Donald Duck, Claire Blevins, Holt (Michael) Hamlett and Kristen Tomko; sitting - left to right - Allison Focke, Megan Lawler and John Byrnes.

NATIONAL TV SHOW FEATURES JACKETS DESIGNED BY LONGWOOD ALUMNUS

During the summer of 2008 an episode on the Fox network ‘So You Think You Can Dance’ show featured 12 dancers in the opening number wearing outfits designed by Karl Boehm. Boehm (pronounced Bome) is a 2002 Longwood University graduate living in the Los Angeles suburb of Van Nuys, California and is the founder and communications director of TransThread. “TransThread markets ‘retro-futuristic’ track jackets that light up and are geared to performers,” comments Boehm. “It is the only brand of clothing with this technology integrated into the garments to accentuate a performance. TranThread was in development for three years was launched in March of 2008. One of the show’s stylist was at a concert and saw me wearing one of the jackets and asked me where I got the jacket,” said Boehm. “When I explained that I design them, she said she wanted to use them on her show at Fox. The executive producer was impressed by the jackets and that’s how it all started. The experience was very positive and we received great brand recognition on TV’s fourth highest rated show that week from *Entertainment Weekly*.”

Boehm is a Northern Virginia native who majored in marketing and minored in physics at Longwood University. While at Longwood he started a club for innovators (which is now the entrepreneurship club) which won best new organization at Longwood and a related two-credit course that earned him the Joan of Arc Award for Leadership.

Before graduation Boehm completed his internship with the Patent Office. After graduation he returned to Northern Virginia and started a marketing consultancy, Boehm Communications. He moved to southern California in June 2005. “I moved the sales branch of a real estate directory company I built with one of my clients. We had customers in California and I saw the potential for a lot of inventive opportunities there as well.”

Since the show Boehm held a successful promotion with Harrah’s in Las Vegas and began working with JeStar Corporate Risk Management group as their marketing agency and partner. He recently organized and launched ‘26 Days of Caring’ series of charitable events for Touche Salon & Spa in Pasadena, CA.



Jonathan Coor and Ana Keyes (friends of Boehm - on the right) model the fiber optic jackets, showing off the glowing technology.



Longwood alumnus Karl Boehm in one of the fiber optic jackets he designed.

SPOTLIGHT ON HOLLY COONEY



Holly Cooney is president of the Student Advisory Board at the College of Business and Economics at Longwood University and a member of the Kappa Delta Sorority, Student Government Association and Judicial Board Vice Chairman.

I felt during my internship. There was no doubt that I was reminded daily why I was working and who I was working for. One of my favorite projects was to create a Historical Performance Metric for Research and Development, Test, and Evaluation, Procurement for the Marine Corps. One of my favorite experiences during my internship was the opportunity to go to Capital Hill and attend a Senate Appropriations Committee Briefing.”

“The CBE courses that helped me the most for this internship were CIMS, Managerial Economics and the introductory accounting courses, said Cooney. “Applying curriculum knowledge to the outside world and having the ability to make connections is ultimately the best learning experience. The McGaughy Center was there throughout my internship answering any questions that I or my supervisor had. The Center provides students with an array of internship opportunities that result in real world experiences that students will carry with them throughout their lives. With their help I was able to take my first step to a career experience that has ultimately led me to my first job after graduation.”

Ms. Cooney will receive her Bachelor of Arts in Finance in May of 2009 from Longwood University. She completed her internship with the Department of Defense at the Marine Corps Base in Quantico, Virginia the summer of 2008 and will begin a career with the Marines upon graduation.

“The College of Business and Economics ensures that once their students graduate they have prepared them to be future citizen and business leaders,” states Cooney.

“It is not every day that one can walk away from their long day at work and feel as though they are making a difference, and they are contributing to something bigger,” comments Cooney. “This is how

CHECK OUT THESE SUMMER INTERNSHIP OPPORTUNITIES

COMPANY

- ACI Advertising Concepts
- American Express Financial Advisors
- Apex Systems, Inc.
- Auditor of Public Accounts
- AtWork Personnel Services
- BB&T
- Ben Franklin Crafts & Frames
- CVS
- Camp Virginia Jaycees
- Capital Promotional Advertising, Inc.
- DMG Securities, Inc.
- Davenport & Company, LLC
- Department of Game & Inland Fisheries
- Dillard's Department Store
- Dollar General Distribution
- Dominion
- Enterprise Rent-A-Car
- Esther May Shoppe
- Farmville Bowl, LLC
- Farmville Chamber of Commerce
- Farmville Wholesale Electric Supply
- Ferguson Enterprises
- GEICO
- Goodman & Company
- Green Front Furniture
- IRS - Criminal Investigation
- KPMG
- Keiter, Stephens, Hurst, Gary & Shreaves
- Mass Mutual Financial Group
- NVR, Inc.
- Nordstroms
- Owens & Minor
- Peace Corps
- Philip Morris USA
- Richmond Police Department
- Roanoke Times
- S&M Brands, Inc.
- SLM Mortgage Corporation
- Science Museum of Virginia
- Smith Barney
- State Corporation Commission
- State Farm Insurance
- Stock Building Supply
- SunTrust Bank
- Target
- Trader Publishing Company
- United Methodist Family Services
- Verizon Distance Education & Family Literacy Center
- Virginia Asset Management
- Virginia Department of State Police
- Virginia Film Office
- Wachovia Securities
- Walgreens
- Walmart
- Walt Disney World

CBE INTERNSHIP PROCESS

All you need to know about securing your internship and gaining credit.

- Attend an internship seminar. The next internship seminar will be held in Hiner 207 at 3:30 PM.
- Purchase the Internship Manual from the bookstore.
- Have your cover letter and resume approved by the McGaughy Professional Development Center.
- Seek advice and resources offered through the center to help secure an internship.
- Complete the Internship Agreement in the manual and return to the center. Be sure to get it signed by the company supervisor, faculty instructor, and department chair.

Summer Faculty Internship Instructors include:

- ACCOUNTING
Ms. Sally Gilfillan
- COMPUTER INFORMATION MANAGEMENT SYSTEMS
Dr. Linda Lau
- ECONOMICS
Dr. Melanie Marks
- FINANCE
Dr. Frank Bacon
Dr. Bennie Waller
- MANAGEMENT
Dr. Cheryl Adkins
Dr. Steve Samaras
- MARKETING
Dr. John Gaskins
Dr. Linda Wright

- Upon final approval of the internship agreement you will be registered for your internship by a faculty member. We highly recommend you complete a 3 credit internship, which is a minimum of 120 hours.

EXECUTIVE-IN-RESIDENCE SERIES

2009-2010

The Executive-in-Residence series is designed to enrich the learning experience of current business and economic students by fostering an intimate dialogue with practicing business executives. All Executive-in-Residence programs are held at 7 PM in Hiner Auditorium at Longwood University.

The College of Business & Economics welcomes students, faculty, and the surrounding business community to attend. If your company is interested in becoming more involved in work of the CBE, please feel free to contact:

Robert Dame
Assistant Dean for External Relations
Hiner 203
434.395.2782

This year's Executive-in-Residence Series includes the following speakers:

Randy Copeland, President
Velocity Micro
September 2009

Brenda Skidmore, President
SunTrust Foundation
October 2009

Frank Qiu, CEO
Ting Qiu, President
Evergreen Enterprises, Inc.
February 2010

D. Alan Walker, CMO
Virginia Asset Management, LLC
March 2010

John Wiggins, Location Manager
STOCK Building Supply
April 2010

QUESTIONS OR COMMENTS?

Please contact:
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Our newsletter is designed to keep our students, faculty and internship sponsors informed of the latest happenings in the McGaughy Professional Development Center.

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