Greetings,

With a rich 150-year history behind it, and new president Kim Schatzel, at the helm, Towson University is looking to the future. As TU starts its next chapter, the college is making changes, too, including this very magazine you’re reading.

In the past, Business Dialog has been a place to spotlight our people, programs and partnerships from reporting on our innovative initiatives to highlighting unique and successful alumni. While we’re proud of these stories and want to continue to share them with our readers, we realized that we have much more to offer.

Our faculty’s cutting-edge research, alumni’s industry expertise, and students’ enterprising projects are a fountain of ideas and experience we’ll be tapping to bring you a revamped publication full of valuable and engaging stories, like:

- Big data: How it is used for good and bad and how it affects you
- Financial planning for the next generation
- Social Security: Is our public pension fund really as troubled as the media makes it seem?

Also, we’ll be launching a website to post and share stories, news and announcements as they happen.

Look for an email announcement with a link to the new website and the new and improved Business Dialog magazine in your mailbox this fall. In the meantime, we want to hear from you.

What kind of stories do you want to read? What issues are important to you? How can we use our knowledge bank to bring you useful information?

Do you have expertise you’d like to share? Contact us! We’re looking for partners to collaborate in delivering high-impact content.

Thank you for reading and for supporting the college as we move forward in the university’s next chapter. It’s going to be an exciting journey. I hope you all enjoy the ride with us.

Sincerely,

Shohreh A. Kaynama / ’76
Dean and Professor
College of Business and Economics
Towson University

“As TU starts its next chapter, the college is making changes, too, including this very magazine you’re reading.”
—SHOHREH KAYNAMA
The winners of the fall 2015 Strategic Management Case Competition from left, Jenna Krakowski, Jennifer Yehabah, Benjamin Huff, Brandon Osborne and Asitani Kone. The candidates tackled cases provided by Vantex, Target, Mania DC, Laureate and Vantage Resort Realty. William Newman, a marketing and e-business major, won the competition and will start with Vantage Resort Realty in the fall.

Board creates new scholarship for freshman accounting students

The Accounting Advisory Board has established a new scholarship for incoming freshman TU students interested in studying accounting. Entering freshmen can apply for the scholarship, which will provide $2,000 every year for up to four years. The scholarship will be awarded to two students each year starting this fall.

The board is made up of accounting and financial professionals, many of whom are TU alumni. The board helps the accounting department pursue its mission to provide graduates with a high-quality education that develops their knowledge and skills to and prepare them for professional licensure and success as contributors and leaders within the accounting profession or business.

Thanks to the Accounting Advisory Board for its continued support.

The Associate 2016

CBE hosted its 12th annual Associate competition this past spring. Eight seniors competed for the chance to win a job offer from the presenting company, Vantage Resort Realty. Brad Callahan ’90 (PSYC), the company’s president and CEO, served as the presenting executive and lead judge. The candidates tackled cases provided by Vantex, Target, Mania DC, Laureate and Vantage Resort Realty. William Newman, a marketing and e-business major, won the competition and will start with Vantage Resort Realty in the fall.

Competitive spirit thrives at CBE

It’s a dog-eat-dog world, so the saying goes. The culture of friendly competition is spreading at CBE.

In 2014, the college welcomed its inaugural case competition in global business, project management and marketing. Local business partners provide cases and act as judges as teams present their findings. The winning teams are invited to the Weisman Cup competition, a regional event hosted by Towson University.

Students interested in sales and personal selling now have the opportunity to compete for a title in the CBE Sales Competition. The inaugural sales event, in fall 2015, enabled participating students to sell a product. Videos captured students’ interactive sales pitches in real time for the judges to evaluate in a separate room. Competitors were judged on their poise, persuasiveness and presentation skills.

But the biggest and most exciting new opportunity takes place in the MNGT 481 Strategic Management course. In this capstone class, which all accounting, business administration and e-business majors take during their senior year, students are assigned a real business case to research and prepare solutions. Teams compete at the classroom level, and the top teams from each section go on to compete at the college level, presenting to executives from the company providing the case.

1st Mariner Bank presented the inaugural cases in fall 2015 and spring 2016. 637 students participated.

Student leaders embrace service, philanthropy

In addition to increasing awareness of student organizations and becoming more involved in the college’s operations, the CBE Student Leadership Council (SLC) made community service and student philanthropy a priority this year.

The organization, which is composed of leaders from each of the college’s 18 student organizations, made good on its commitment and then some.

The students raised more than $600 for the CBE’s Forward Momentum Scholarship Campaign for TU’s 150th anniversary. In March, the group took to the courts with a basketball tournament in which 12 teams participated and raised more than $400. And in April, SLC hosted a spaghetti dinner at The Green Turtle in Towson which netted an additional $267 for the scholarship fund. The group also held a canned food drive that brought in 250 cans for a local food pantry.

Enactus wins national awards, $7,000 for student cafe

College of Business and Economics student group Enactus placed in the top three in two nationwide competitions to earn $7,000 for their organization.

The students placed second in the Robert F. Plaster Foundation Free Enterprise Challenge, which recognizes teams that have a passion for innovation and entrepreneurship, and earned $5,000. Enactus also finished third in the CVC Capital Partners Youth Entrepreneurship challenge, which recognizes up-and-coming entrepreneurs, winning $2,000.

“We showed our entrepreneurial spirit by founding the first student-run cafe at Towson University and we showed our innovative mindset by making the most out of a 100-square foot cafe.”

In both instances, the group entered its student run cafe—Café Enactus—as the business case.

“Participating in Enactus has been the best decision I have made during my college career,” said Redate Haile, president. “The real-world experience I have gained, especially starting Café Enactus, has propelled me to another level.”

Price agreed wholeheartedly. “I have grown so much as a person and as a professional since joining Enactus,” she said. “Founding and running Café Enactus has provided our team with so many opportunities to enhance our education and build off of what we learn in the classroom.”

Enactus Cafe founders and managers, Redate Haile, Meredith Price, Biruk Lulseged and Megan Price.

“We showed our entrepreneurial spirit by founding the first student-run cafe at Towson University and we showed our innovative mindset by making the most out of a 100-square foot cafe.”
Anne Davidson ’94 (BUAD) grew up in Baltimore City but always had a love for wide-open spaces. So it made sense when she and her husband Scott decided to purchase eight acres of rolling hills in Garrett County, Maryland. But building a quaint home for their family was just the beginning. “I did a lot of research and visited a lot of farms,” she says. “I started thinking, ‘what can we do with it? How can we use this land?’”

Undaunted by this setback, she learned from her mistakes and tried again. This time the plants thrived and Deep Creek Lavender Farm was born. The farm opened to the public in 2014, and 600 more plants were added the following year. This year, the farm opened May 28 with 2,000 plants, including 15 varieties of purple, pink and white English lavender.

The Davidsons tend the perennials all year round. Pruning and harvesting each plant by hand is hard work, but it’s a labor of love and an unexpected investment that will be an important part of her family’s future. “I never dreamed I’d live on a farm, but here we are,” she says.

Lavender fields forever
Alumna becomes agricultural entrepreneur

Anne Davidson ’94 (BUAD) is an entrepreneurial hustle and passion of hers, and with the help of Scott, her sister Mary Peroutka ’80 (nursing), and friends, tend the plants year-round. Davidson says, “It’s great for relaxation. When you breathe it in, there’s a chemical change in your brain that helps you settle down.”

Part of the farm’s success is due to that entrepreneurial hustle and passion of Davidson, who says her business degree has paid off. “I’m always thinking of new businesses,” she says. “I speak to garden clubs and groups like that and do a lot of business networking.”

Davidson splits her time between the farm and her family’s home in Crofton and still works full time as a realtor. “So many people are drawn to the natural beauty of Deep Creek Lake, and we wanted to add another attraction to the area.”

Davidson planted 100 lavender plants. They were all dead before the year ended. Undaunted by this setback, she learned from her mistakes and tried again. This time the plants thrived and Deep Creek Lavender Farm was born. The farm opened to the public in 2014, and 600 more plants were added the following year. This year, the farm opened May 28 with 2,000 plants, including 15 varieties of purple, pink and white English lavender. The Davidsons tend the perennials all spring until their prime bloom from around mid-June to mid-July. The sprigs of blossoms, called wands, are harvested and dried in late summer. The farm offers pick-your-own lavender, and the rest of the plants are harvested and dried. The buds are used to make products like sachets and wreaths for the farm’s gift shop.

“There are so many uses for lavender,” Davidson says. “It’s great for relaxation. When you breathe it in, there’s a chemical change in your brain that helps you settle down.”

Each summer, hundreds of tourists enjoy the scenic beauty of Garrett County and Deep Creek Lake and visit the farm. They stroll the fields, breathing in the plants’ relaxing aroma, sit in the front porch rocking chairs and admire the landscape or explore the farm’s inner workings, including the barn, composting bins, shitake mushroom cultivators and more. Visitors can even enjoy boxed lunches featuring dishes made by a local restaurant using lavender harvested right from the farm.

“We want to create an experience they might not get anywhere else, especially coming from the city,” Davidson says. “So many people are drawn to the natural beauty of Deep Creek Lake, and we wanted to add another attraction to the area.”

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Deep Creek Lavender Farm
625 Doerr Road
Accident, MD 21520
Open Seasonally, Memorial Day Weekend to Labor Day Weekend, 10 a.m. to 5 p.m.
Saturdays, Sundays and Mondays
www.deepcreeklavenderfarm.com

Davidson’s sister, Mary Peroutka ’80 (nursing), helps out on the farm planting seedlings.
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