

BARNETT BUSINESS NEWS

Vol. 3, Issue 1

02-02-2022

Top News Stories



Poets&Quants for Undergrads ranked FSC's Barney Barnett School of Business and Free Enterprise as the 68th Best Undergraduate Business School for 2022. It is an honor to be ranked among the best business schools in the nation, which further affirms that our faculty are committed to excellence! [Read more.....](#)

Faculty Updates

Research Impact:

Dr. Krista Lewellyn published, "The Effect of Female Board Representation on the Level of Ownership in Foreign Acquisitions", with co-authors Fatemeh Askarzadeh, Habib Islam, and Kaveh Moghaddam, in the **Corporate Governance: An International Review**. The journal has an acceptance rate of less than 5%.

Drs. Matthew Bernthal and Nicholas Nugent published, "Toward a Better Understanding of Parent Versus Local Team Branding in Minor League Baseball", with co-author Dr. Khalid Ballouli, in the **Sports Marketing Quarterly**, Volume 31, Issue 1, 2022.

Drs. Josh Hall and Pete Bias presented, "The Volatility of Average Inflation Targeting Policies on Real GDP Growth Rates and Inflation.", at the 2021 Southern Economic Association meeting, in Houston, November 2021. This paper has now been submitted to the Review of Economic Analysis journal.

Dr. Josh Hall was Session Chair for the topic of "Inflation" at the 2021 Southern Economic Association meeting in Houston, November 2021.

Community Impact:

Dr. Walker Ross contributed to a recent report released by The Sport Ecology Group called, "Slippery Slopes; How Climate Change is Threatening the Winter Olympics".

https://www.sportecology.org/files/ugd/a700be_9aa3ec697a39446eb11b8330aec19e30.pdf

The report has been picked up by a variety of news outlets including this article in Yahoo! News, <https://news.yahoo.com/climate-change-set-to-impact-the-2022-winter-olympics-in-beijing-000014006.html>

Dr. Cindy Hardin was the featured expert in a recent article on WalletHub, titled: "Best Car Insurance in Florida". https://wallethub.com/car-insurance/florida#cindy_a_hardin

Professor Scott Ramey has organized the CSCMP Central Florida Roundtable February 2022 Event. The topic is "Ocean Freight Forum – What's the Future Hold?". The Zoom Webinar will be on February 4th from Noon to 1pm. Advanced Registration for this webinar is required: [CLICK HERE](#)

Student Stories

Jaden Walker – Assurance/Tax Intern at CliftonLarsonAllen



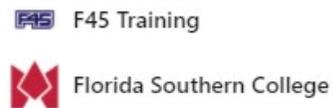
Jaden Walker · 1st
Accounting and MAcc Student at Florida Southern College
Lakeland, Florida, United States · [Contact info](#)
188 connections



Amaya Escobales – Sales and Marketing Intern at F45 Training



Amaya Escobales · 1st
Marketing Student at Florida Southern College
Leominster, Massachusetts, United States · [Contact info](#)
121 connections



Dean’s Office Updates

VITA Is Here!

Dr. Collin Clark, with assistance from FSC accounting students, has spearheaded the initiative to bring VITA to campus. The Volunteer Income Tax Assistance (VITA) program offers free tax help to people who generally make \$54,000 or less, persons with disabilities, the elderly and limited English-speaking taxpayers who need assistance in preparing their own tax returns. IRS-certified volunteers provide free basic income tax return preparation with electronic filing to qualified individuals. The service will be available from February 5th – April 2nd, on Fridays from 10am – Noon and on Saturdays from 1pm – 3pm.

For my information please contact Professor Collin R. Clark at 863-616-6459 or cclark@flsouthern.edu or <https://www.personalfinancepolk.org/taxprep>.

The Institute for Accounting Excellence

The Institute for Accounting Excellence plans to launch an Accounting Alumni Association this semester, which would kick off with an inaugural event on campus coinciding with the Annual Fraud Conference, which will be held May 6th, 2022. The Association will significantly increase the program's fundraising potential, while simultaneously building a network of esteemed FSC accounting alumni and providing unique benefits to members (such as discounts for CPE events). Additionally, the IAE will be hosting a CPE Event in mid-March that will feature presentations surrounding Environmental, Social and Governance factors within accounting. These three pillars are of increasing importance and relevance within the field of accounting and business. We look forward to sharing insights from our distinguished speakers on these topics with the community. For more information on the Accounting Alumni Association or our upcoming CPE events, please contact Celina Jozsi or Carly Love.

The Dean's Corner

Students often ask faculty about the "keys to success", and we certainly emphasize the importance of business knowledge, technical skills, and communication skills, which we teach. But, we also remind students about the 10 Basic Skills for Success:



10 Basic Skills for Success



- | | |
|---------------------------|--------------------|
| 1. Being on time | 6. Passion |
| 2. Work Ethic | 7. Doing Extra |
| 3. Effort | 8. Being Prepared |
| 4. Energy | 9. Being Coachable |
| 5. Positive Body Language | 10. Attitude |

Freddy the Yeti

We have a new adventure series featuring Freddy The Yeti. You might see Freddy in class, in the hall, or out-and-about on campus. If you see Freddy, take a pic with him and post with @BusinessFSC #FindFreddyFSC.



Office of Career Services News/Events

“Moc” Interview Days are coming!!!

2/16 & 2/17: come join this two-day event that provides students the opportunity to connect with employers during a mock interview. Students have the opportunity to participate virtual or in-person. With over 200 spots available for students to choose from, grab yours with a company that you are interested in as there is limited available space. More details to be emailed to you and can be found in HANDSHAKE.

Accounting: KPMG, Adamson and Co, Purvis Gray, Clifton Larson Allen, BDO Global, Always Fresh Farms

Business Administration: Advance Auto Parts, Saddle Creek Logistics, Datex Corporation, Enterprise Holdings, MIDFLORIDA Credit Union, W.S. Badcock Corp.

Finance: Raymond James, Lockheed Martin, AgAmerica Lending

Marketing: MVP/Arthrex, Conmed, Auto-Owners Insurance, Northwestern Mutual Life Insurance, Pace Center for Girls, Summit Consulting

Sport Management: Polk County Sport Marketing and Tourism, Florida Grid League and Florida Tropics FC



LUNCH & LAUNCH

FSC Career Exploration Series

2/2 @ 11am: **Resume Creation and Review:** Featuring Mikaela Janecek, Director of University Relationships at Quinncia where they help universities prepare their students for the application process in the digital world. Learn all about the tool Career Services has procured to help you with interviews and resumes.

2/23 @ 11am: **Jobs in Sustainability:** There are literally jobs everywhere in this field. Justin Southerland and Taylor Lance return with updates from the field. Additionally, FSC Alumni Mark

Haver will be joining us with yet another perspective on jobs in sustainability. Mark Haver is a prominent young ocean health activist based in Washington, DC. This past year, he has advised ocean and environmental clients on policy and communications at a lobbying firm in DC, and he will be working closely with Sustainable Ocean Alliance, an international, youth-driven, ocean health non-profit, in 2022.

Get more details and register for all Office of Career Services events in HANDSHAKE.

The Center for Free Enterprise & Entrepreneurship



The CFE hosted **Catapult into Entrepreneurship** on January 27th at Catapult in downtown Lakeland. The goal of this event was to educate students on the career opportunities that entrepreneurship provides in Lakeland through leveraging resources at FSC and our community partner, Catapult. This event was very well attended, thanks to the help of Yovan Reyes and Career Services, with around 100 students in attendance. Our adjunct professor Mike Nabors, President and CEO of Nabors Media

Group, did a phenomenal job as a keynote speaker for the event.

Our **Politics, Law, and Economics (PLE)** Series is coming back this semester with our first speaker on 3/24. The speaker is TK Coleman and his talk will be on “The Economics of Your Dreams: The things you want in life cannot be separated from your need to foster economic cooperation.”

The CFE is launching our first business plan competition, the **TD Bank Business Plan Competition** on March 23rd 2-4pm in the Weinstein Auditorium. The prize money for this event will be **\$10,000 in seed capital** for one lucky student startup here at FSC! Deadline to apply is March 4th and there will be an info session February 2nd 10am-12pm in the Center. If you would like Justin Heacock to come speak about it in your class please reach out to him!

The CFE has started a new accelerator program called the **Seed-to-Scale Accelerator**, which is for students looking to accomplish a significant startup goal in one semester. We have accepted 6 student startups this spring who are looking to accelerate the development of their startup. This accelerator will open up every semester for new startups to opt in.

The **Adam Smith Club** is up and running again this semester and discussing a book by our very own Dr. Patrick Newman titled “Cronyism: Liberty versus Power in Early America, 1607 – 1849 (2021).”

The **ENACTUS Club** is starting back up again this semester with general meetings beginning in February. If you have any students interested in Social Entrepreneurship please have them connect with Dr. Falcon or Justin Heacock.

Student Entrepreneurial Highlight

Our student highlight is for **Zayne Loftin**, CEO of **Alc Patch**, a holistic transdermal patch to help with alcohol addiction. Zayne was the winner of the Shark Tank Competition in BUS1115 last semester and is

one of our 6 Seed-to-Scale Accelerator companies this spring. In the Accelerator, he will be looking to confirm customer interest in the market along with beginning the product development process for his transdermal patch. If you have any connections or knowledge that can help Zayne, please reach out to Justin Heacock.

Leadership Workshops and Certificates

The CFEE has partnered with Nyrka Riskin to deliver a series of leadership workshops. Nyrka is a recognized entrepreneur, visionary leader, speaker and coach. In Spring 2022, she will be offering an Executive Presence Workshop, Effective Communications Workshop, Leadership Skills certificate, and a Women in Leadership Certificate. For more information and to register:

<https://www.flsouthern.edu/academic-life/centers-institutes/cfee/leadership-workshops-certificates.aspx>

Featured Alumni

"MOCS" TO WATCH - ALUMNI



Steve Moseley

Year Graduated: 2009, Master of Business Administration

Company: MIDFLORIDA Credit Union

Title: President and CEO

Role and Responsibility: Steve has been employed with MIDFLORIDA since 1997 and has worked in nearly every aspect of the business; holding positions as the Chief Financial Officer and Executive President of MIDFLORIDA's Financial Services division prior to his promotion to President of the Credit Union in 2017. Moseley will oversee MIDFLORIDA's \$6 billion in assets and 60 full-service branches serving over 408,000 members across the state of Florida.

Barney Barnett School of Business and Free Enterprise

Florida Southern College
111 Lake Hollingsworth Dr.
Lakeland, FL 33803
mweber@flsouthern.edu
(863) 680-4277

