FACING THE FUTURE TOGETHER

Educating through Engagement

Aiken Business Leadership Symposium

February 6th, 2020
Maps

Morning and Afternoon
ABLS Sessions in the
Business & Education Building

ABLS Lunch and Panel
in the
Student Activities Center
12:00 - 1:30

To Parking Lot C

Business & Education Building 1st Floor

*Entrepreneurship
Center

ROOM 124

ROOM 122

Restrooms

To Quad

ABLS Registration and Displays

ROOM 140

To Quad
Welcome

Welcome to the 2nd Annual Aiken Business Leadership Symposium at the University of South Carolina Aiken

The Aiken Business Leadership Symposium (ABLS) is an opportunity for students, businesses, and interested community members to gain new insights into the world of business and the role of leadership.

The strategic operating principle of the USC Aiken School of Business is *Educating through Engagement*. The symposium provides the opportunity for intensive engagement with members of the business community. Similarly, the meeting offers both learning and networking opportunities for business owners and professionals. A major emphasis of the program is student career readiness, accompanied by employer networking and recruiting opportunities.

The 2020 symposium theme is *Facing the Future Together*. This year, the symposium program organizers thought it appropriate to have our students engage with professionals from near and far, who have made a positive impact on business, education, and their communities. The speakers will share insights to help us *Face the Future Together*.

Attending the Symposium will give you the opportunity to:

- **Engage** with business leaders
- **Explore** business leader insights
- **Expand** your knowledge of the latest business ideas
- **Energize** your thoughts about business
- **Establish** your career pathway

**Mission**

The Aiken Business Leadership Symposium provides intensive learning and networking opportunities for students, business professionals, and community members to attain forward-thinking business perspectives aimed at yielding student career readiness and employer preparedness.

**Vision**

The Aiken Business Leadership Symposium aspires to be the Southeast's premier university-based business leadership event drawing students, business professionals, and community leaders from around the region to engage with experts from around the world.
## PROGRAM OVERVIEW

### 2020 ABLS

**Facing the Future Together**

_Thursday, February 6_  
*Business & Education Building*

8:30-9:30  
Registration and Welcome Reception  
Room 122

9:30-9:40  
**Opening Remarks**  
Dr. Mick Fekula, Dean  
Dr. Daren Timmons, Provost  
Dr. Sanela Porca, ABLS Program Chair  
Room 122

9:40-10:40  
**Session 1**  
Room 122

~ **Keynote Speaker** ~  
*The Need for Free Enterprise Education in Business*  
Dr. Derek Yonai, Associate Professor of Business  
Director, Koch Center for Leadership and Ethics, Emporia State University

10:40-10:50  
Break

10:50-11:50  
**Session 2**  
Rooms

Session 2A  
**The Future of Healthcare**  
~ Dr. Jim O’Loughlin, CEO Aiken Regional Medical Centers  
Session Chair: Dr. Sanela Porca  
Room 122

Session 2B  
**The Future of Law**  
~ Mr. Brian A. Katonak, J.D., Katonak Law Office, USC Aiken Alumnus  
Session Chair: Professor John Engel  
Room 124

Session 2C  
**The Future of Finance**  
~ Mr. Chip Marvin, CFP®, Morgan Stanley, USC Aiken Alumnus  
Session Chair: Professor Rebecca Barnwell  
Room 116

11:50-12:00  
Transition to Lunch Panel in the Student Activities Center (SAC) Gym  
Students wearing blue vests can assist with directions  
Please see Map

12:00-1:30  
**Session 3**  
SAC Gym

*Lunch and Symposium Speaker Panel Discussion, Moderator: Dr. Sanela Porca*  
Dr. Yonai, Dr. O’Loughlin, Ms. Armstrong, Ms. Ferrara, Ms. Franklin,  
Mr. Katonak, Mr. Marvin, Mr. Messick, Ms. Reppert

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2nd Aiken Business Leadership Symposium Program
### 2nd Aiken Business Leadership Symposium Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>1:30-1:40</td>
<td>Transition to B&amp;E Building for Afternoon Sessions Students wearing blue vests can assist with directions</td>
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<td>1:40-2:40</td>
<td><strong>Session 4</strong></td>
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<td><strong>Transition from Backpack to Briefcase: The Future Challenges of HR, Diversity, and Inclusiveness</strong></td>
<td>Room 122</td>
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<td></td>
<td>~ Ms. Stephanie Franklin, Manager EEO, ECP &amp; Diversity, Savannah River Site</td>
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<td>Session Chair: Dr. Patsy Lewellyn</td>
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<td><strong>The Future of Philanthropy</strong></td>
<td>Room 124</td>
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<td>~ Ms. Susie Ferrara, Savannah River Nuclear Solutions</td>
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<td>Chair, Aiken County United Way Fundraising Campaign</td>
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<td>~ Ms. Caroline Reppert, Savannah River Nuclear Solutions</td>
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<td>Chair, Aiken County United Way Young Philanthropist Society</td>
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<td>Session Chair: Dr. Sanela Porca</td>
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<td><strong>The Future Evolution of Small Business in Retail</strong></td>
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<td>~ Mr. Mark Messick, Club Car, LLC Ingersoll Rand, USC Aiken Alumnus</td>
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<td>Session Chair: Dr. Ravi Narayanaswamy</td>
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<td><strong>Staying Connected in the Future</strong></td>
<td>Room 116</td>
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<td>~ Ms. Ladonna Armstrong, Business Owner</td>
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<td>Bella Magazine, Aiken Hattery, Studio over Laurens</td>
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<td>Session Chair: Dr. Kathy Mack</td>
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<td>2:40-3:10</td>
<td>Book Signing: author Carson Sublett</td>
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<td>Entrepreneurship Center Open House and Display Table Visitations</td>
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<td>3:10-4:10</td>
<td><strong>Session 5</strong></td>
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<td><strong>Executives-in-Residence</strong></td>
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<td><strong>The 2019-2020 USC Aiken School of Business Executive-in-Residence</strong></td>
<td>Room 116</td>
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<td><em>The Foreseeable Future of Entrepreneurship</em></td>
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<td>Dr. Liz Stewart, President, Stewart and Associates, Inc.</td>
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<td><strong>The E. Preston Rahe, Jr. and Jerry Ann Rahe Executive-in-Residence</strong></td>
<td>Room 122</td>
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<td><em>Bosses Are Hired ... Leadership Is Earned Experiences. Lessons. Decisions. Life.</em></td>
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<td>Mr. Carson Sublett, Executive and Author</td>
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<td>4:10-5:00</td>
<td><strong>Networking Reception</strong></td>
<td>Room 122</td>
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Institutional Mission Statement

The University of South Carolina Aiken is a comprehensive institution that offers undergraduate and graduate degrees in the arts, humanities, social sciences, natural sciences, and professional disciplines. All programs of study are grounded in a strong liberal arts and sciences curriculum.

USC Aiken is distinguished by its commitment to transformative teaching made possible through high impact learning practices, undergraduate research, small classes, and individual attention. The University encourages excellence in research and creative pursuits and prepares students for success by challenging them to think critically and creatively, to communicate effectively, to learn independently, and to acquire breadth and depth of interdisciplinary knowledge.

USC Aiken attracts students from South Carolina, the United States, and the world to form a diverse community of individuals engaged in educational experiences and service necessary for the pursuit of meaningful work in an enlightened, inclusive, and economically vibrant society. A progressive hub for innovation, collaboration, and creativity, USC Aiken contributes to the community by enriching the region’s quality of life through a variety of activities including the visual and performing arts, intercollegiate athletics, continuing and distance education, educational outreach, and leadership.

Statement of University Values

We at USC Aiken embrace the following values:

Character
We value integrity, honesty, and accountability. We encourage initiative and take pride in hard work and accomplishment.

Citizenship
We value the rights and responsibilities associated with membership in a community. We embrace efforts to work for the common good and opportunities to enrich the lives of all community members.

Curiosity
We value and embrace life-long learning and inquisitive pursuits. To that end, we endeavor to impart knowledge, skills, and wisdom in a high-quality learning environment.

Collegiality
We value a nurturing community where people support one another, embrace diversity, and encourage mutual respect.
About the USC Aiken School of Business Administration

Mission
The mission of the USC Aiken School of Business Administration is to deliver an engaging business education that prepares students for career success and encourages positive community impact.

- To accomplish our mission, we seek to create a learning environment that helps our students understand the global, technological, and ethical issues in today’s business world.
- The undergraduate business program is delivered through quality instruction in both face-to-face classroom settings, as well as through an online degree completion program for place-bound or non-traditional students, while the graduate business program is delivered online.
- The programs include in-class and outside class engagement opportunities with business organizations and professionals both on campus and online. Career readiness for success is achieved through the curriculum and explicitly emphasized in the Professional Pathway and Exploring Your Potential programs.
- The School of Business Administration (SOBA) emphasizes the AACSB vision that business and business schools are a force for good, encouraging a positive impact on society.
- SOBA faculty maintain currency within their business disciplines by conducting relevant research, with a primary emphasis on peer-reviewed intellectual contributions in applied research, including both contributions to practice and learning and pedagogical research, and a secondary emphasis on discipline-based scholarship, which involves basic or theoretical research.
- SOBA faculty are engaged outside the University through service in scholarly and professional organizations in their disciplines as well as business consulting and training activities provided to the local community.

Vision
The USC Aiken School of Business Administration aspires to fully engage with the business community to transform our students into forward-thinking business leaders with views for the betterment of society.

Program Values
Communication: SOBA students will develop the written and oral communication skills necessary for success in their business careers.

Technology: SOBA students will develop the basic technological skills to prepare them for their business careers.

Globalization: SOBA students will acquire a global perspective of the modern business environment.

Business Knowledge: SOBA students will acquire the basic business knowledge necessary for success in their business careers.

Ethics and Social Responsibility: SOBA students will develop an appreciation for ethical decision-making, and the social responsibility of business to all stakeholders.

Diversity
The School of Business Administration encourages students and faculty to appreciate and welcome diversity in the global workplace.
Derek K. Yonai is the Director of the Koch Center for Leadership and Ethics and an Associate Professor of Business at Emporia State University. He is also a Senior Research Fellow at the O’Neil Center for Global Markets and Freedom and a Senior Research Fellow at the Institute for Faith, Work & Economics. He also serves on the Research Advisory Council of the James Madison Institute.

Previously, Dr. Yonai was the Managing Director of the O’Neil Center for Global Markets and Freedom and a Research Associate Professor in the Cox School of Business at Southern Methodist University. He was also the Founding Director of the Center for Free Enterprise and an Associate Professor of Economics in the Barney Barnett School of Business and Free Enterprise at Florida Southern College where he was responsible for developing and supervising Florida Southern’s free enterprise education and outreach programs. From 2003 to 2013, Dr. Yonai was the Lundy Chair of the Philosophy of Business in the Lundy-Fetterman School of Business and an Adjunct Professor at the Norman Adrian Wiggins School of Law at Campbell University. While at Campbell he oversaw their free enterprise education programs and their economics program. He also taught the school of business’s signature course, Philosophy of Business, which introduces students to the morality of the free enterprise system.

Dr. Yonai has written for both scholarly and popular outlets. His published research discusses the economic role of property rights and the law. His recent research focuses on economists’ inability to communicate their ideas to the general public. His popular writings deal with the importance of understanding economic principles and the importance of economic freedom.

Dr. Yonai earned a Bachelor of Arts in economics from the University of California at Irvine and graduated with honors from Whittier College School of Law. In addition, he earned a Master of Arts in economics and a Ph.D. from George Mason University.
Dr. Jim O’Loughlin brings over 30 years of healthcare experience to Aiken Regional Medical Centers. He has served as president and CEO of multiple hospitals throughout the United States. His experience extends to serving as CEO in facilities in Florida, Oklahoma, Alabama, and South Carolina where he served as President and CEO for six different hospitals throughout his career.

Jim also has multi-facility experience serving as the market president and CEO for the flagship Carolinas Hospital System while overseeing CEO’s operating three rural facilities in South Carolina. His diverse background has focused on service and operational excellence having worked in the proprietary sector for companies such as Quorum, Triad, CHS, and HCA. Jim is skilled in developing leadership competencies, physician engagement, strategic planning and creating a culture of sustained excellence. Jim is also trained in Lean Six Sigma principles.

Dr. O’Loughlin earned his Doctor of Philosophy from Florida State University, Master of Business Administration from Nova Southeastern University, Master of Science from the University of South Carolina, and Bachelor of Science from Springfield College.

Jim and his wife, Helen, are the proud parents of two grown children. In his spare time, he enjoys golf and competing in triathlons.
Aiken Attorney Brian Katonak graduated with a Bachelor of Interdisciplinary Studies from the University of South Carolina Aiken in 1989. He went on to earn his Juris Doctor from the University of South Carolina in 1992. Brian completed the Education for Ministry Program from Sewanee University in 2006.

From 1992-1999, Brian was the 10th Circuit Solicitor's Office Assistant Solicitor. In 1999, he established the Law Office of Brian A. Katonak in Aiken, where he practices law to date. Brian is also a Certified South Carolina Mediator.

Brian has taught business law for Lander University and Forrest Junior College in Anderson, South Carolina. He has published two books: A Local’s Guide to South Carolina’s Best Kept Dining Secrets and Divorce for the Christian.

Brian has served his community as a member of the board of directors for the Aiken Recovery Center, the Aiken Center for the Arts, and the Southern City Film Festival. He also served as the Girls Tennis Coach at St. Mary’s Help of Christian Church.
Chip Marvin is a life-long resident of Aiken, South Carolina. He is a 1994 graduate of USC Aiken with a Bachelor of Science in Business Administration and a concentration in Finance. For over 23 years he has leveraged his experience, relationships, and education to develop a full-service business, which offers financial solutions ranging from Stocks and Bonds to Insurance and Estate Planning solutions. These services are offered to a small group of high net worth individuals and businesses. He holds the designation of Certified Financial Planner® and is employed by Morgan Stanley in the Augusta, Georgia branch.

Chip continues to be very involved at USC Aiken on a volunteer basis currently serving on the Executive Committee for the Aiken County Commission on Higher Education, a Governor appointed position. He is also a past President of both the Aiken Partnership Board and the USC Aiken Alumni Association. Additionally, Chip helps the City of Aiken by coaching youth flag football and basketball programs.

Chip is married to Cheryl Marvin, a 2002 graduate of USC Aiken School of Nursing. They have four children and enjoy family trips to the lake, beach, and mountains. Chip enjoys outdoor activities such as sailing, golf, and tennis.
Stephanie Franklin is responsible for the Diversity and Cultural programs at the Savannah River Site. Ms. Franklin has over 25 years of diversity, employee relations, employee counseling, mentoring, training, and facilitating experience.

She is an advocate for women and children’s issues and was recognized by Allen University as one of their notable Business Leaders because of her volunteer efforts as a mentor and mock interviewer facilitator to the students of Allen University.

Ms. Franklin volunteers in the Aiken Community where she serves as the University of South Carolina Aiken Inclusion Advisory Council (IAC) Chairperson. The IAC is a diversity advisory council to the Chancellor of USC Aiken. Additionally, Ms. Franklin is the Chairperson of the Dr. Martin Luther King, Jr., Community Celebration and the Women’s Leadership Council raising funds to support scholarships for USC Aiken students and those in need in Aiken County.

She is a graduate of Silver Bluff High School, South Carolina State University Orangeburg, South Carolina, and Nova Southeastern University, Fort Lauderdale, Florida, where she received her MBA. Stephanie is also a member of the Alpha Kappa Alpha Sorority, Inc. and The Links, Inc.

Her business motto for success is modeled after the following quote by Coach Lou Holtz:

Your talent determines what you can do.
Your motivation determines how much you are willing to do.
Your attitude determines how well you do it.
Susie Ferrara works full time in the Site Training Department at the Savannah River Site and volunteers with multiple charitable organizations in Aiken. She is the current chairperson of the Aiken County United Way Fundraising Campaign, a member of Aiken United Way’s Women’s Leadership Council, the Aiken Civic Ballet Board, and the University of South Carolina’s Dance Company Board.

Caroline Reppert is a Principal Emergency Preparedness Specialist at Savannah River Nuclear Solutions (SRNS). She served as the SRNS Employee United Way Campaign Chair in 2018. Ms. Reppert currently is the chair for the United Way of Aiken County’s Young Philanthropists Society and volunteers with various charitable organizations through SRNS’ Aspiring Mid-Career Professionals group.
Mark Messick graduated with a Bachelor of Science in Business Administration from the University of South Carolina Aiken in 2006. He went on to earn his MBA from the University of South Carolina in 2018.

Since May 2015, Mark has been a Consumer Business and Product Manager at Club Car, LLC, a unit of Ingersoll Rand, Inc. in Evans, Georgia. Before 2015, he was an International Marketing Manager at Club Car. His other previous positions included Business Development Manager at Jacobsen and at E-Z-GO, both Textron Companies where he worked from 2007 to 2014. He also worked for Trantech Radiator Products, Inc. as a Sales Representative and Dixie Narco, Inc. as an International Customer Service Representative.

Mr. Messick has traveled extensively throughout the United States and international markets gathering market data to develop and validate new product business cases. He is responsible for the overall financial results of Club Car’s consumer product portfolio.

Mark enjoys running, mountain biking, reading, research, and traveling to various countries.
Session Speaker

LADONNA ARMSTRONG

BELLA MAGAZINE, AIKEN HATTERY, STUDIO OVER LAURENS

Ladonna Armstrong is the Owner of Bella Magazine, Aiken Hattery, and Studio over Laurens. At any given time, she is involved in multiple projects around town, from social events and charities to photoshoots and high teas.

A proud mother of four daughters and a resident of Aiken for 18 years, she is a community advocate and a creative soul. Ladonna was born in Florida and raised in Colorado where she earned her architectural degree from The University of Colorado at Boulder.

She has a great love of event planning and working with nonprofits. Ladonna has served on boards and committees, volunteering for many organizations, including the Aiken Civic Ballet, the Aiken Center for the Arts, ADDA, Mead Hall, Girl Scouts, Younglife, First Baptist Church, the Aiken Horse Park Foundation, Dinner with Friends, United Way, and the SPCA.
Dr. Liz Stewart is the president of Stewart and Associates, Inc., a management, training, and survey consulting firm which focuses on helping organizations function more effectively. The firm’s specialties are human resource management, customized assessments and surveys, management and leadership development, executive coaching and support for organizational development such as mergers, downsizing and succession planning. The national firm has celebrated 36 years in business with seven offices throughout the country with 205 employees.

During fifteen years with XEROX Corporation, she served as a sales representative, sales manager and Regional Vice President of Organizational Development and Strategic Planning Services – the first female vice president. Her education credentials include undergraduate degrees in French, Spanish and Education, a Master's degree in Psychology and a Ph.D. in Economics as well as a law degree.

Dr. Stewart is extremely active in her community. Throughout her career, she has served on more than 80 boards and commissions. Locally she has served on – and chaired – the boards of the Chamber of Commerce, United Way, Hitchcock Healthcare, SafeHomes of Augusta, St. Mary’s Parish Council, and the City of Aiken Planning Commission. As a Rotarian, she has served as club president and District Assistant Governor. She currently serves on the boards of International Society of Economists, Rural Health Care Services, Aiken Technical College Foundation, Child Advocacy Center, Aiken Symphony Orchestra, Girl Scouts of SC, and St. Mary’s School Council. She is a member of the Aiken County Planning Commission.

In 2013 she was the first USC Aiken School of Business Administration Executive-in-Residence. In 2014 she received the USC Aiken Distinguished Partner award. She is also the current and first Executive-in-Residence to reside in the School for an entire academic year where she is instituting an Entrepreneur Center at USC Aiken. Dr. Stewart is also a past Chamber of Commerce Woman of the Year.
Carson Sublett began his leadership career in the textile industry, then invested decades in the transformation of operational businesses in the pharmaceutical industry, leading organizations in Over-the-Counter, Rx to OTC Switch, Controlled Substances, Parental Drug Product, Biologic Drug Substance, and small molecule Active Pharmaceutical Ingredient manufacturers.

He has led underperforming organizations to achieve and succeed sustained levels of performance in both Innovator and Contract Development and Manufacturing sectors. In 1999, after 14 years in the Human Resources profession, Carson transitioned his career to leading pharmaceutical operations for one of the world's largest pharmaceutical companies and some of the largest CDMO companies in the industry.

Carson is honored to have contributed to life-changing and life-saving medicines that have positively impacted people he will never meet, as well as people who were close and dear. His ability to connect with people, invest in their achievement of excellence and growth, and achieve organizational and business goals delivers sustainable value. His development of insights and the needs of clients served by his businesses has resulted in partnerships and lifelong connections borne from the achievement of mutually beneficial goals. Carson can see now that his work has been a calling versus a career!

Carson has always had a passion for helping people to learn and grow to achieve their goals. His best-selling book, *Bosses Are Hired ... Leadership Is Earned*, provides a path to share experiences, lessons and his leadership philosophies to create a ripple that he hopes will evolve into a wave of positive leadership development. His book is a key tool in his pursuit to develop the next generation of positive leaders and organizational success. Carson’s messaging is powerful for leaders and organizations who ask, "Do we have to work this way?" and seek a new path to achieve success for both the business and the people (who are ultimately the final determinants of sustained success and delighting of clients).
ACKNOWLEDGEMENTS

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Dr. Julie Steen
Dr. Hennie Van Bulck
Dr. Jack Winstead
Dr. Frank Xie

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Professor Brent Hoover

Supporting Adjunct Faculty
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Dr. Steven Simmons

Distance Learning Adjunct Faculty
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The USC Aiken School of Business gratefully acknowledges the financial support provided by the following Donors for the 2020 Aiken Business Leadership Symposium and 2019-2020 School of Business initiatives.

**Honorary Dean of the Business School Donors**

*E. Preston Rahe, Jr. and Jerry Ann Rahe*
*Dr. Liz Stewart*
*Dr. Mick and Mrs. Jacqueline Fekula*
*Mr. Daniel J. Zaloudek*

**Honorary Professor of Business Donor**

*Mr. Roy Lindburg*

**2020 ABLS Sponsor**

The USC Aiken School of Business gratefully acknowledges the financial sponsorship of ABLS 2020 provided by Academic Partnerships™. The School further recognizes AP Managing Director Ms. Susan Nittmann for her persistent professional performance that has led to the success of our online MBA program.

*Save the Date*

**3rd Annual Aiken Business Leadership Symposium**

*ABLS*

*February 11, 2021*