



Preparation • Performance • Progress

Division of Business Xavier University of Louisiana

3M 2015 Frontline Sales Conference



A group photo of the 2015 3M Frontline Sales Conference attendees on the steps of the Convocation Center Annex following the Leveraging Relationships for Sustainable Value workshop.

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The Division of Business hosted the 3M Frontline Sales Conference in April 2015. This three day meeting consisted of workshops, research presentations, and best practice sharing in sales and sales education for 3M business leaders and faculty partners from the 13 Frontline colleges and universities. Additionally there was networking, team building, and business case presentations by 33 students that will intern at 3M this summer. The Frontline Initiative was designed with the intent of increasing the amount of sales education content at universities with the goal of elevating sales as a discipline and a profession. By collaborating with universities and faculty, as well as aligning 3M sales leaders and resources, the Frontline Sales Initiative has helped Xavier and the other 12 university partners to build and strengthen their sales programs and helped 3M to address its needs for attracting a diverse talent pool of performance ready entry level sales candidates. The Frontline Sales Conference is a key component to reaching the programs' goal.

The conference started with the interns participating in a team building exercise at the New Orleans School of Cooking. The interns were divided into four teams and assigned a table with some mystery ingredients. The New Orleans School of Cooking Chef gave the team all of the details required of them to complete the task with the ingredients and tools given to them and the teams prepared and presented their plates to the panel of judges for final evaluation and presentation of the dish.

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Student present final team projects to an audience of 3M faculty partners, executives and interns.



Dr. Joe Ricks (l), Division Chair, Xavier Frontline interns, Kalia Pullium Collins and Ajhia Ellis, and Mike Linnerooth, 3M sponsor, pose for a group photo.



3M Frontline interns participating in the "Team Building" exercise at the New Orleans School of Cooking.

Angel Investor Forum



Panelists offer insight to audience members on how and who they invest in.



Audience members listen attentively as information from investors on their selection process is conveyed



Enactus team members pose for a photo at the sign-in table at the Angel Investor seminar.



Accounting professor Ms. Boucree gives VITA students lessons in tax preparation.

The Division of Business, via the Entrepreneurship Institute, hosted the Angel Investors Roundtable on March 3, 2015. Sixty individuals attended, including students, faculty and the general public, to hear from four angel investors about how they select businesses and entrepreneurs in which to invest.

The panel consisted of Kevin Pollard, President of GlobalSolve Management Services, Dann Schwartz, a serial entrepreneur, Mark Graffagnini, Founder of Graffagnini, a Law Corporation, and James Griffith, Founder of CARE, Inc. They are all members of the NO/LA Angel Network, a network of entrepreneurs and investors that was organized in 2013 to provide debt and equity capital to start-up businesses in the Greater New Orleans region. Specific topics included how do angel investors find deals, what attributes do they seek, how do they determine the value of a venture, how do they decide the structure of their investment, how do they complete due diligence on a deal, and how they structure their exit strategy.

The audience was almost unanimous in their opinion that the content of this event was informative and met their expectations. A business owner in attendance commented that she learned points that will be incorporated in her business. The audience also enjoyed the open format that allowed them to ask questions and receive clear responses right there. The panelists stayed afterwards to engage those who attended in individual conversations. One Xavier graduate has had follow up discussions with one of the panelists regarding a new product that she is developing. She was provided guidance and valuable network contacts to begin building a board of advisors, management team, and business plan with financial statements.

"This is the type of activity that the Division of Business will continue to host because it provides students with access to business persons as well as assist alumni in their entrepreneurial pursuits" said Dr. Joe Ricks, Jr., Chair of the Division of Business. Added Mark Quinn, the Conrad N. Hilton Endowed Chair in Entrepreneurship, "Access to capital is critical for businesses to start and expand, and this roundtable directly addressed that need."

VITA (Volunteer Income Tax Assistance)

Xavier students have been volunteering with the Internal Revenue Service's (IRS') Volunteer Income Tax Assistance (VITA) program for seven years. For the 2009 and 2010 tax seasons, Xavier partnered with the St. Roch Community Church VITA site. Since 2011 the Division of Business has hosted the Xavier VITA site on campus, through a partnership with the X-ncubator and United Way of Southeast Louisiana. Accounting faculty Candice Roché Boucree, '00 serves as the Xavier VITA site coordinator. Celebrating her 10th year as a VITA volunteer herself, Ms. Boucree proudly leads this collaboration to ensure students gain practical experience preparing client tax returns – as the service-learning component of the Tax Accounting course. "VITA is a great way for the division to engage students in creating a more just and humane society while executing the division's mission of preparing tomorrow's socially responsible business leaders," said Ms. Boucree. Annually, each student completes an average of five client returns, while the site completes an average of 150 returns. Additionally, select students who serve as assistant site coordinators gain valuable experience leading their peers during the tax season.

Congratulations to our 2015 Honors in Business graduates

Markea Gilbert, Management major, Hue-Hillary Nguyen, Sales and Marketing major, Keisha Murray, Finance major, Ivyanne London, Victoria Thompson, Dana Thompson and Christopher Hayes, Accounting majors, and Jasmine Lewis, Business Administration minor.

Frontline Cont'd

According to Ajhia Ellis, Junior Sales and Marketing major and 2015 3M intern "The "Chopped" team experience was truly one of a kind! It simply shows that no matter what walk of life you're from, great minds can always come together as a team to accomplish a goal." While the interns were team-building the faculty and 3M business leaders were networking and catching up at a welcoming reception. At the end of the reception they were introduced to a New Orleans Second Line.

The second day started with a visit to campus where all the conference attendees participated in the first half of a professional development workshop focused on negotiations called "Leveraging Relationships for Sustainable Value". The workshop was delivered by international consultant, negotiation specialist, and author John Shulman. Following the completion of the negotiation workshop on day three, the interns broke off to work on their business case studies while the faculty and 3Mers participated in three additional sessions. The first was an update on research conducted by Frontline partner, The University of Houston, examining the relationship between salesforce performance and innovation. The second was a presentation on the use of in-house sales competitions for student skill development by Frontline partner, Baylor University. In the final presentation Xavier's Division of Business presented its progress on the launch of AGROWTOPIA, the division's urban farm that grew out of the Frontline Initiative's Sales for Social Impact program. The final day was highlighted by the student teams presenting their business cases. "The case challenge was a crash course in team work under pressure; we learned how to move from strangers to a team quickly" said Kaila J. Pulliam Collins, Senior Sales and Marketing major and 2015 3M intern.



Faculty partners and 3Mers second line at the conference welcoming reception.



Division alum and 3Mer Herstyn Jones '12 (l) listens intently during the Leveraging Relationships for Sustainable Value workshop.

Faculty Excellence Award Winner

Dr. Richard Peters received the Norman C. Francis Faculty Excellence Award for Scholarship for junior faculty. "Dr. Peters is an outstanding scholar; his scholarly production has been exemplary within the Division of Business" according to Dr. Joe Ricks, Chair of the Division of Business. Dr. Peters' research background in Corporate Social Responsibility (CSR) creates great synergy between his research interests and the Division of Business' mission "preparing tomorrows' socially responsible business leaders." He has used his research for grants and conferences to help further define the division's strategy and develop a new course in CSR.



Dr. Richard Peters poses for a photo after being announced the winner of the 2015 Faculty Excellence Award.

Dr. Francis Endowed Scholarship

When Dr. Francis delivered his welcome to the Business Advisory Council during the Fall 2014 meeting, his message left no doubt as to what Xavier needs and the best way the BAC could honor his legacy and thank him for his support. To acknowledge their appreciation the BAC agreed to establish and endowed scholarship in Dr. Francis' name, to be given to an incoming freshman who will major in Business. Acting on the charge from Geoffrey Marshall (Alum '80) the BAC, division faculty and staff and an alum raised the \$25,000 needed to endow the scholarship and presented Dr. Francis a check at the Division of Business' Annual Awards Banquet. "It was exciting to be able to raise the money needed for the endowment in a few months. The challenge now is to grow it by a significant amount. I think this is a great opportunity particularly for business alum that have not contributed to the university to do so in a way that will directly benefit business students," said Dr. Joe Ricks, Chair Division of Business.



Dr. Francis is presented with a check for the Dr. Norman C. Francis Endowed Scholarship for business students at the division's Awards Banquet.



The Division of Business won the first College of Arts and Sciences Inter-Divisional volleyball championship.



Division of Business QEP 2015 contest winner Deondra Fox (c) poses with business professor, Dr. Richard Peters (l) and Xavier's QEP director Jay Todd (r) following presentations.



Sales and marketing students Ajhia Ellis and Davin Black take home a second place victory at the Partnering for Progress Frontline Sales Case Competition sponsored by 3M and hosted by Tuskegee University.



2015 graduating seniors, Keisha Murrery (l) and Ivayanne London (r) pose with Chef Jamekia, the division's guest speaker at this year's Award Banquet.



Dr. Norman C. Francis gives his final welcome and sincere thanks to members of the Business Advisory Council during the Spring 2015 meeting.



Xavier's Enactus team display their trophy for advancing into the second round of the 2015 Enactus USA National Expo in St. Louis MO, where they presented business projects they had completed this year.

For more information on the programs offered by the Division of Business, please email us at business@xula.edu or call us at 504-520-7505. Or visit us in building 40 (Xavier South) room 325.

For previous editions of our Newsletter, visit us at <http://www.xula.edu/business/newsletters.html>

To view Division activities visit our YouTube channel at: <https://www.youtube.com/channel/UCJcpXMXNeURw6-qeXE83ndg>

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