

JULY 2019 • VOL. 7., NO. 2

*Most of the articles for this issue were submitted by students in Dr. Ashley Elmore-Bosonac's Managerial Communications course.*

### Sixth Annual Business to Student Connector Provides Opportunities

*By Caitlin Hughes*



*Nadira Salim (left) and Joyce Heckman '83, director of human resources at PSE&G (right)*

advice on things like how my résumé should look, how I should build up my LinkedIn profile, and to always dress to impress when going on interviews. Everyone should take full advantage of this event to hone their networking skills and find potential job and internship leads.

Visit <http://bit.ly/BizConnector2019> to see more photos from the event.

On April 9, 2019, I attended Georgian Court University's Sixth Annual Business to Student Connector. Along with my peers, I had the opportunity to work on and build my networking skills, while seeing firsthand how some networking events are run. I had the chance to meet and speak with very interesting individuals who work for places such as Canon, Peacock-Gladstone Bank, and First Financial.

I was initially very nervous because it was my first time attending, but the employers were very open and easy to talk to. I was able to hear

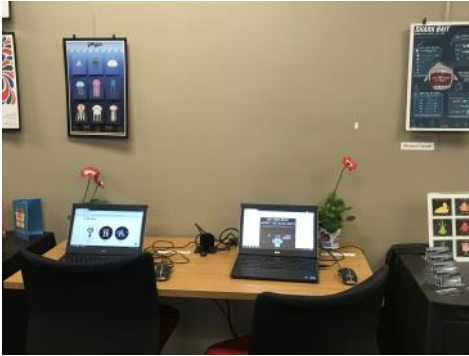


*Julianna Fren, Jenise Billups, and Rob Imperato of Self-Empowerment Coaching, LLC (left to right)*

## Graphic Design Majors Showcase Work at Senior Thesis Exhibition

*By Madison Heck*

Graphic design is everywhere you look. It is one of the most influential industries in global business today. Since technology is an essential business tool, it is important to have artists who are able to capture emotions and stories through digital art. Here at GCU, graphic design majors gain the necessary skills by using their creative abilities to produce works of digital art. Attendees



of this year's Senior Thesis Exhibition were able to submerge themselves in the rich world created by the design students. The exhibition showcased the many different ways graphic design is used, such as in videos, storybooks, posters, video games, and flyers.



The exhibition also gave the artists an opportunity to meet potential employers and build their portfolios. Senior Sophia Swanson, who will graduate in August, was one of the artists with work on display. She plans to take her graphic design knowledge and apply it to the music industry next year.

It was easy to learn about each artist without even talking to them because every display had a personality of its own. With such talent in one room, it was easy to see that these students have bright futures ahead of them.



## Natalie Hnath '19 Inducted Into NJCBAA Honor Society



Natalie Hnath '19 was inducted into the New Jersey Collegiate Business Administration Association Honor Society. The NJCBAA invites New Jersey higher education institutions to nominate the top 1% of their academic class annually to the honor society. Natalie attended the induction ceremony on May 3 with her mother and Cathleen McQuillen, D.P.S., associate professor of business and then-interim dean of the School of Business and Digital Media.

## GCU Business Student Interns at Prosecutor's Office

*By Emily McCurley*



Each year, college students set out to find internships they believe will open doors for them in the real world. GCU accounting major Jaime Sweeney '21 found her ideal internship at the Ocean County Prosecutor's Office, which prepared her for the real world daily.

"I got to see how an office works, the language used, how they perform their work, and I was challenged day in and day out," says Jaime, who also plays volleyball for GCU. She adds that her internship stands out "because most accounting majors don't get to see how their skills can be used to find criminals."

While most college students are required to complete an internship, these types of internships are what help students' résumés stand out. They are also invaluable experiences for the real world.

"Getting to see, learn, and experience how work in the prosecutor's office was done truly a thought-provoking experience," says Jamie.

## Lambda Phi Chi Launches as First GCU Fraternity

*By Francisco Corral*



Lambda Phi Chi, formerly known as the Young Lions Brotherhood, is the first official fraternity at Georgian Court University. This fraternity is centered on the values of manhood, brotherhood, and maturity. The group has gained popularity since it started last semester.

"At first I was skeptical, because I didn't know it was the best fit for me as a freshman, but I am thrilled to have made this decision," says Ebizie Anuamadi '23. "I have not only made friends, but now I have found brothers who want to see me succeed."

This group has been active on campus, hosting entertaining events that attract and unite the school. One such event was the Step and Stroll Exhibition, which brought different sororities and fraternities from around Central New Jersey to demonstrate their step skills. The visiting students also shared information about their own clubs, including what they stand for and offer.

## Featured Alumna: Taylor Bauerband '18, '19

By Jenna Hoffman



Georgian Court University School of Business and Digital Media alumna Taylor Bauerband '18 graduated last spring with a degree in management and a minor in marketing. She was a member of the women's lacrosse team, where she had a lot of success. She earned All-CACC Second Team her junior year and All-CACC Team her senior year. As a captain, she helped lead the Lions to, not one, but two CACC Championships!

Taylor was also successful off the field. In December 2017, going into her last semester as an undergraduate, Taylor and her best friend Nicole "Nikki" Gardner, who is also an SBDM alumna, created the online Girls Next Door Boutique. Their goal, which is stated on their website, [girlsnextdoorbtq.com](http://girlsnextdoorbtq.com), is to "hand pick the latest trends to complete your style at a great price with fast shipping." Taylor continues to use her management and marketing skills to promote their clothing line.



"Since social media has become more relevant in today's society, I realized we needed to market through those outlets, so we made social media accounts to help promote our boutique," says Taylor.

Girls Next Door has been on the rise since it opened. With the help of Taylor's marketing skills, she and Nikki got Paige DeSorbo, a social media influencer and reality TV star known for Bravo's show *Summerhouse*, to promote some of their clothes on her Instagram. On top of balancing undergraduate classes, lacrosse, and starting a business her senior year, Taylor decided to start her M.B.A. at GCU. She began in the last semester of her senior year, January 2018, and received her M.B.A. in May 2019. Taylor is taking the summer off to focus on Girls Next Door, but plans to be working in her field by the start of September 2019. She sees herself being an entrepreneur and would like to move to Nashville.

## Contact Us

*Georgian Court University's School of Business and Digital Media Newsletter is published twice a year for alumni, faculty, students, and friends. If you have a suggestion for an article or idea for the newsletter or would like to nominate someone to profile, please contact us at [business@georgian.edu](mailto:business@georgian.edu). In addition, the university appreciates the ongoing generosity of all donors. To make a gift or learn how you can further support the School of Business and Digital Media, contact the Office of Alumni Relations at [alumni@georgian.edu](mailto:alumni@georgian.edu) or 732-987-2454.*